iOS 7 Tech Talks 2013



San Francisco New York Tokyo Shanghai Berlin London

These are confidential sessions—please refrain from streaming, blogging, or taking pictures

App Store Distribution and Marketing

Ben Liaw
App Store, China
ben_liaw@apple.com

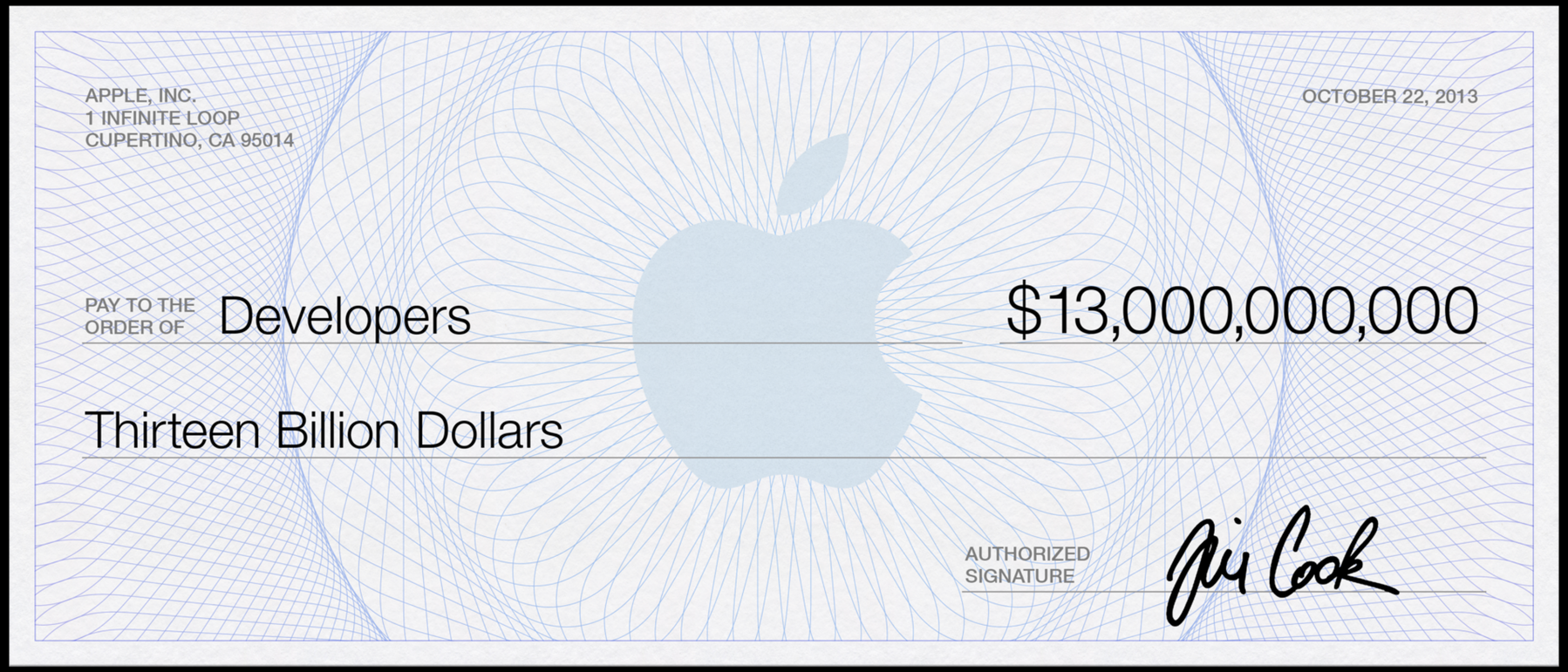
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Agenda

- Business update
- App Store overview
- Best practices
- Localization
- Getting featured

60,000,000,000

Apps downloaded


APPLE, INC.
1 INFINITE LOOP
CUPERTINO, CA 95014
OCTOBER 22, 2013
PAY TO THE ORDER OF
Developers
$13,000,000,000
Thirteen Billion Dollars
AUTHORIZED SIGNATURE
Tim Cook

575,000,000

Store accounts

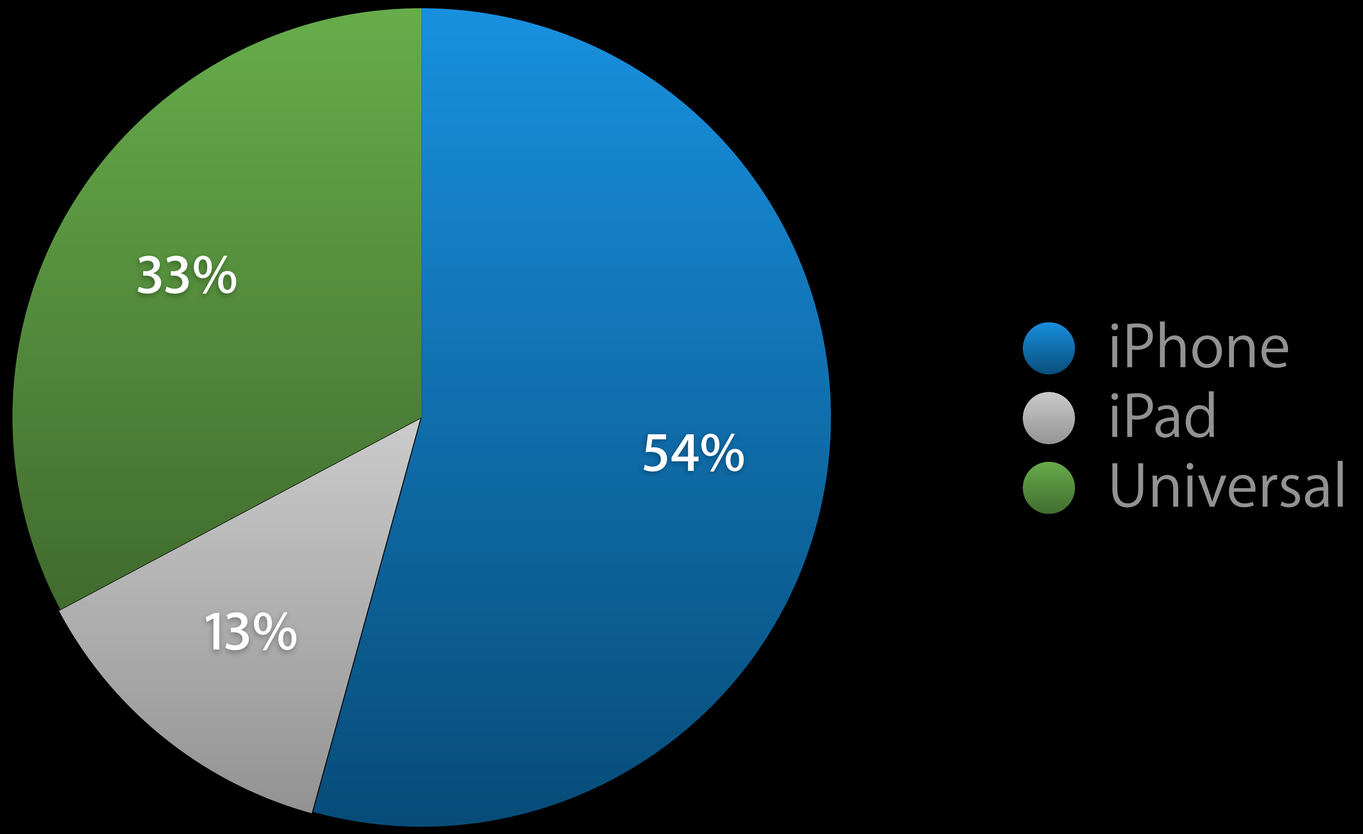
1,000,000

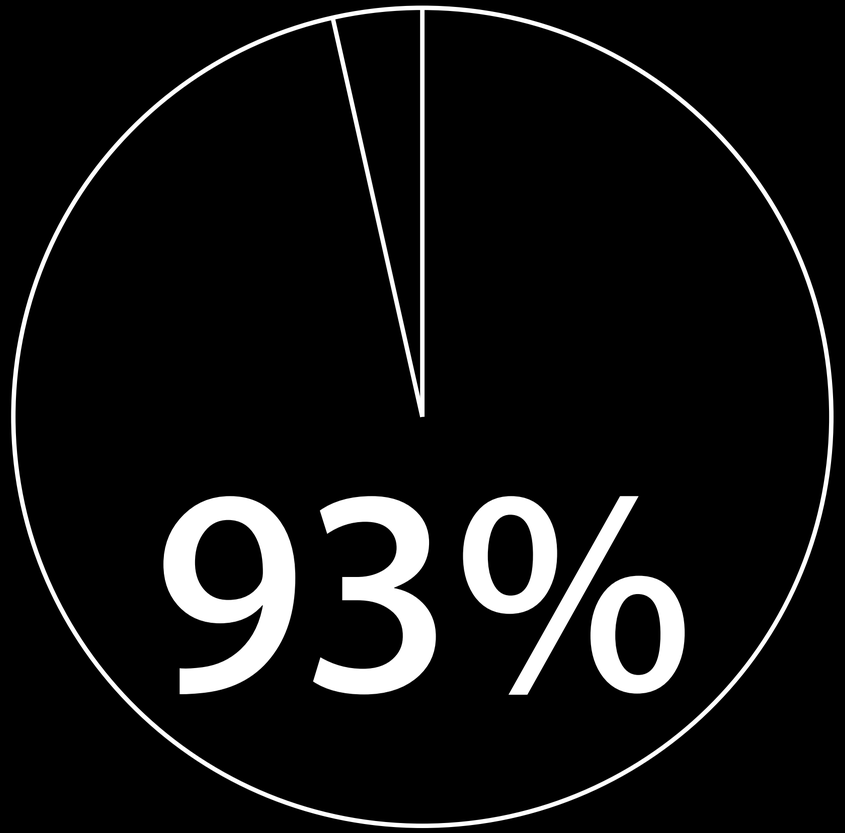
iOS apps

475,000

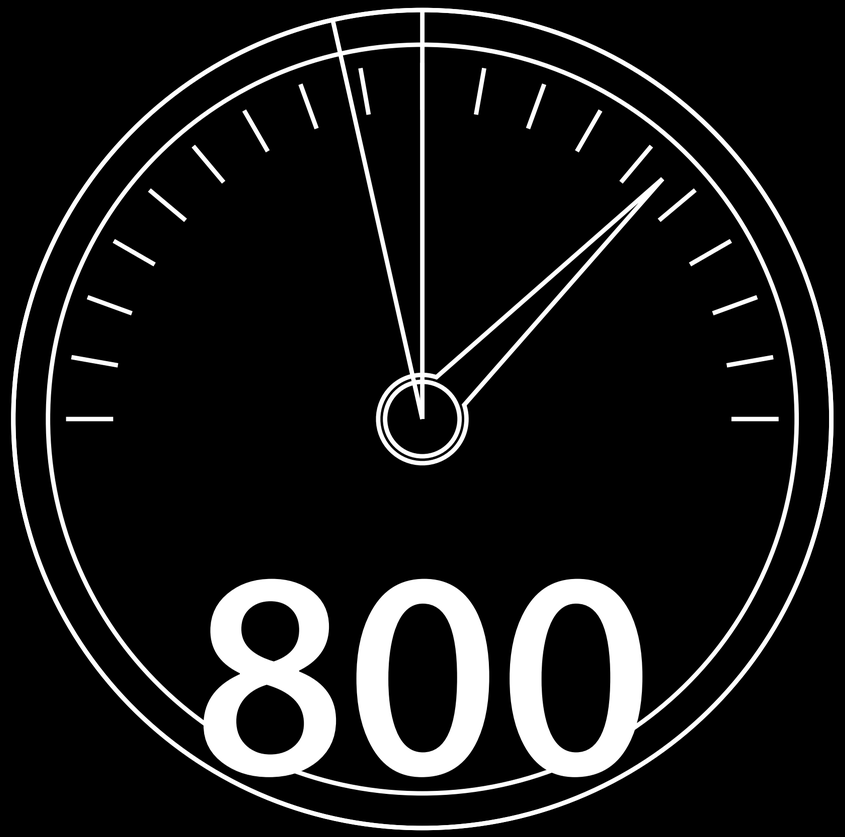
iPad apps

App Store Catalog by Type





Apps downloaded monthly



Apps downloaded per second

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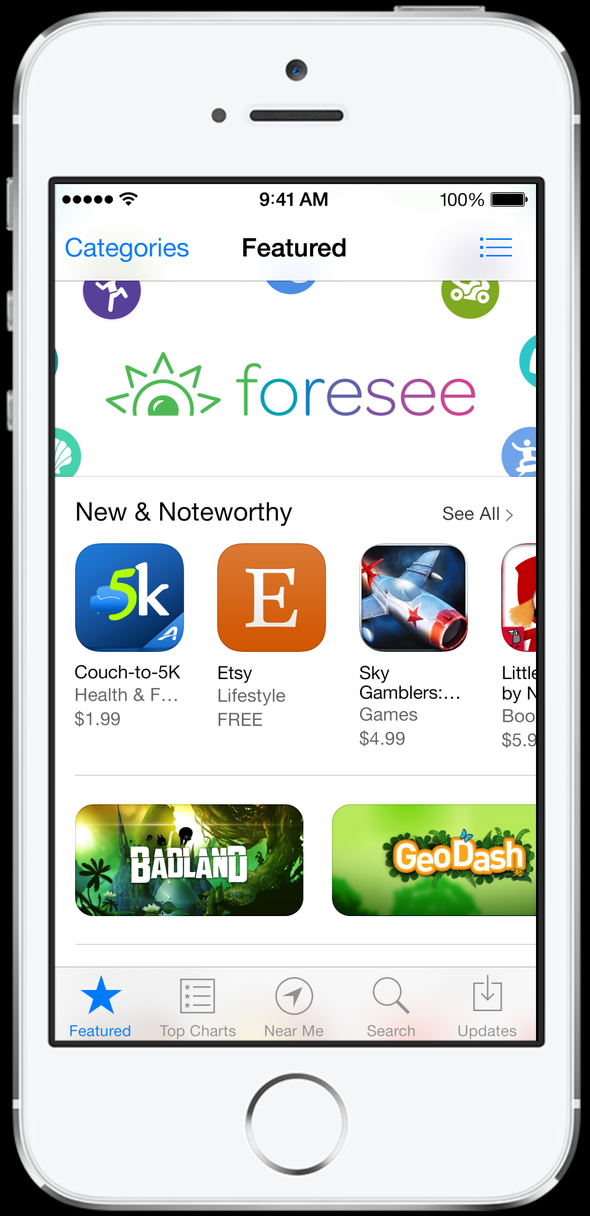
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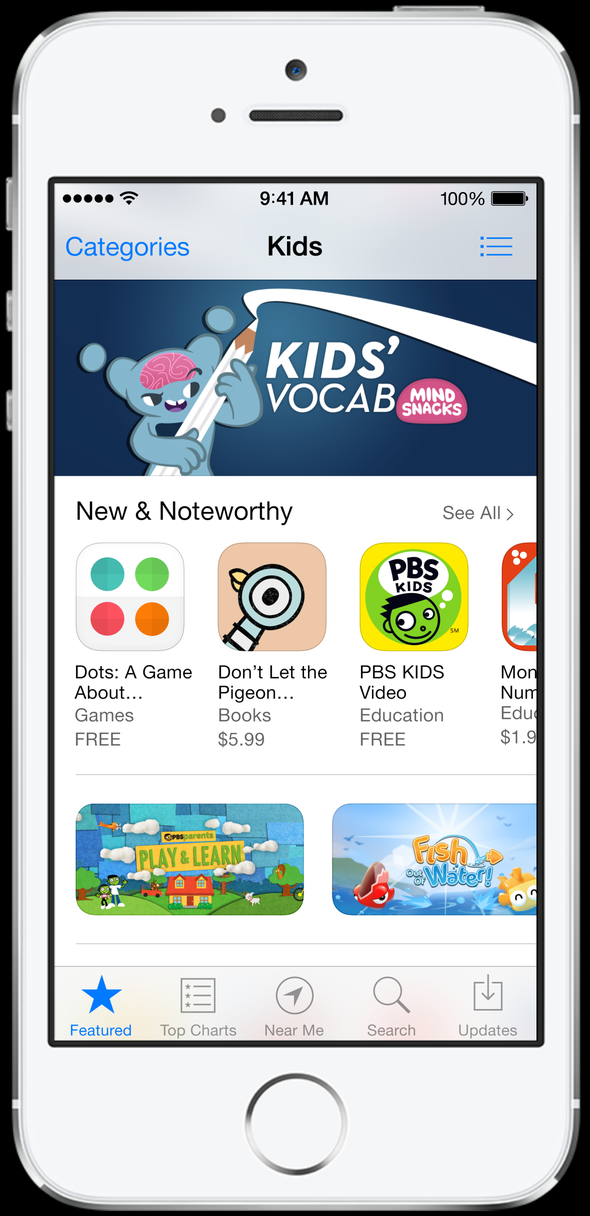

63%
Countries
Apple's international revenue


Nordics
Canada
UK/Ireland
Germany/Austria
Russia
United States
Belgium/Luxembourg
Netherlands
Switzerland
Spain
France
Italy
Turkey
India
China
Korea
Japan
Mexico
Brazil
Australia/New Zealand

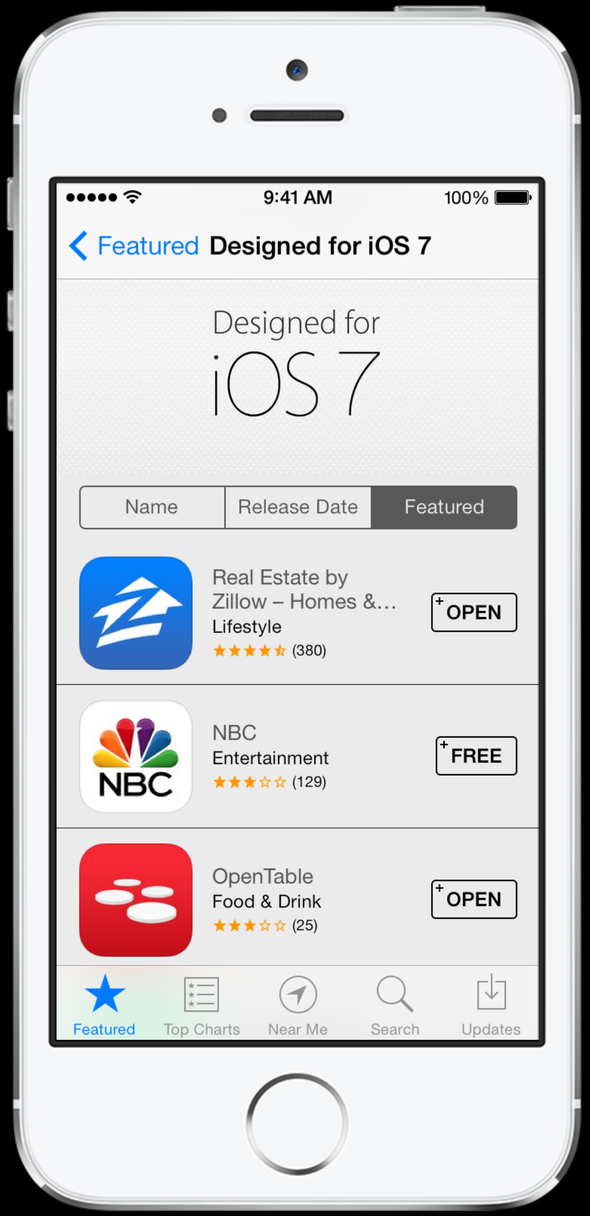
Help our customers find great apps



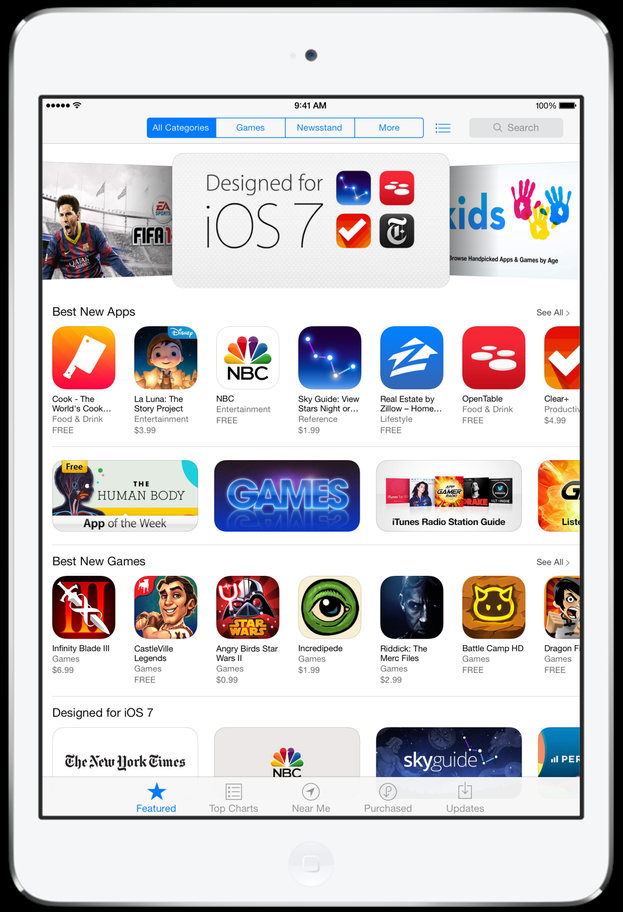
Featured Page



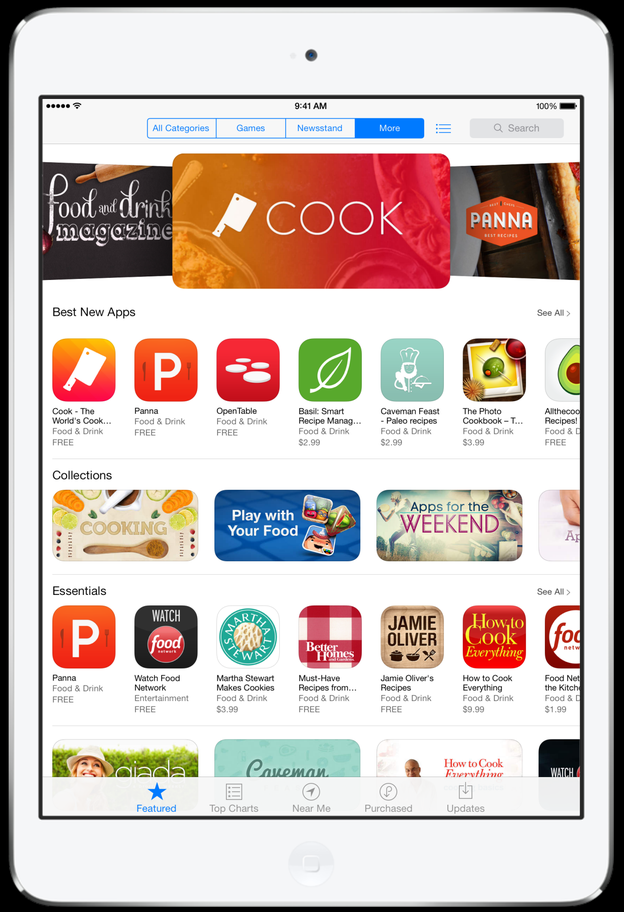
Category Pages (24)



Collections



Featured Page



Category Pages (24)



Collections


Editors' Choice
djay 2
Only on the App Store


Editors' Choice
ASPHALT 8
AIRBORNE


Editors' Choice
EA SPORTS
MADDEN NFL
1989
25
2014


Editors' Choice
Disney
ANIMATED
Only on the App Store


Free
ANGRY BIRDS
STAR WARS
App of the Week


Free
SAGO mini
forest flyer
App of the Week


Free
LE VAMP
App of the Week


Free
WIDE SKY
App of the Week


Free
toca
HAIR
SALON
App of the Week


Free
vjay
App of the Week


Free
Sprinkle
App of the Week


Free
BIRD ZAPPER!
App of the Week



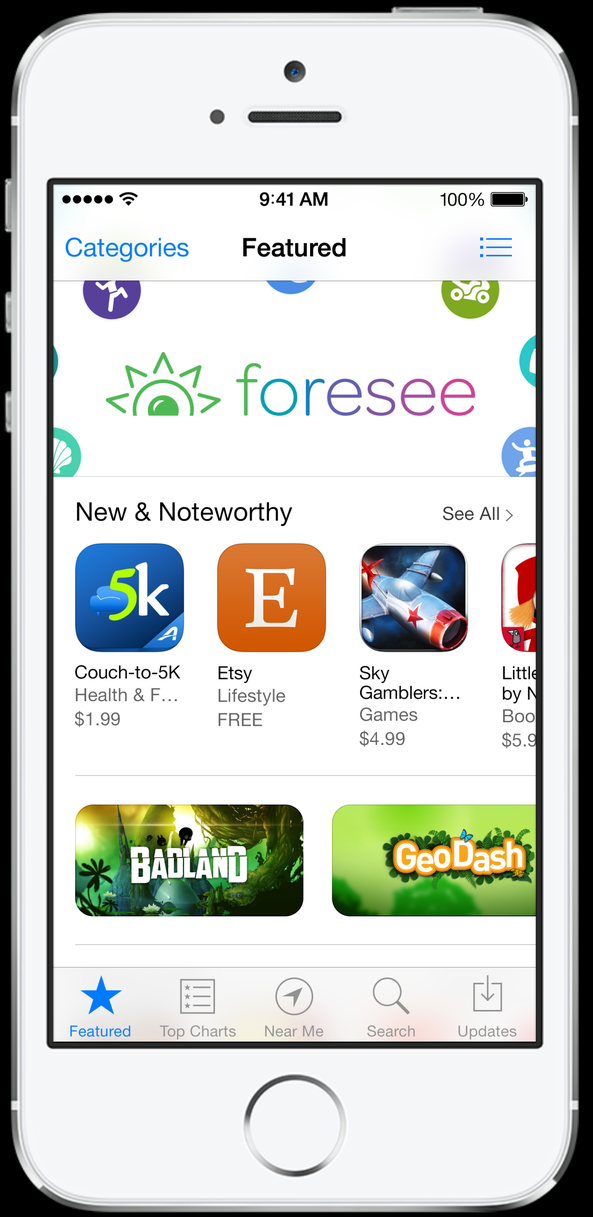
Charts

Near Me

Search Results

App Store Featured Placement

- Selections based on quality
- No paid placement
- Separate from App Review process
- Apps from all 24 categories considered
- Focus on new apps and apps with significant updates
- New content promoted weekly (Thursdays)



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App Store Presence

App Name and App Icon

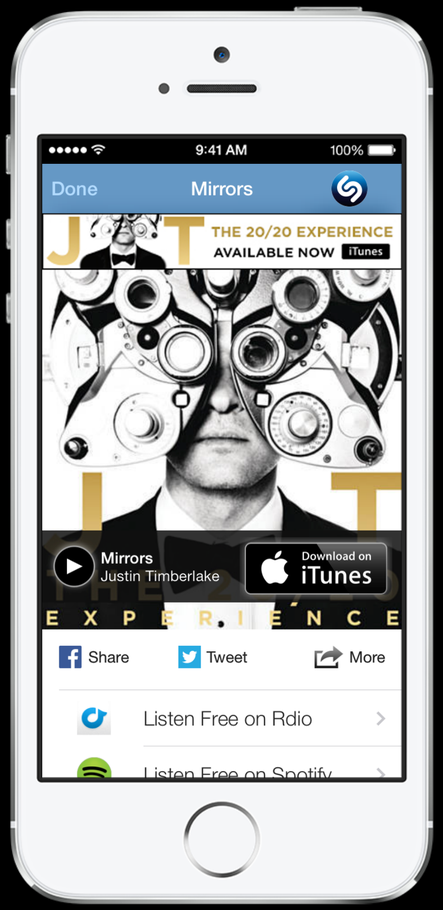
- Shazam



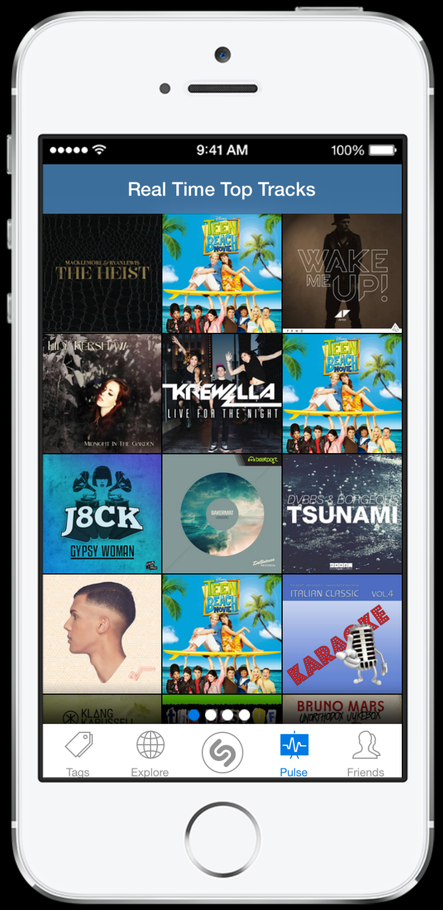
Screenshots

- Shazam





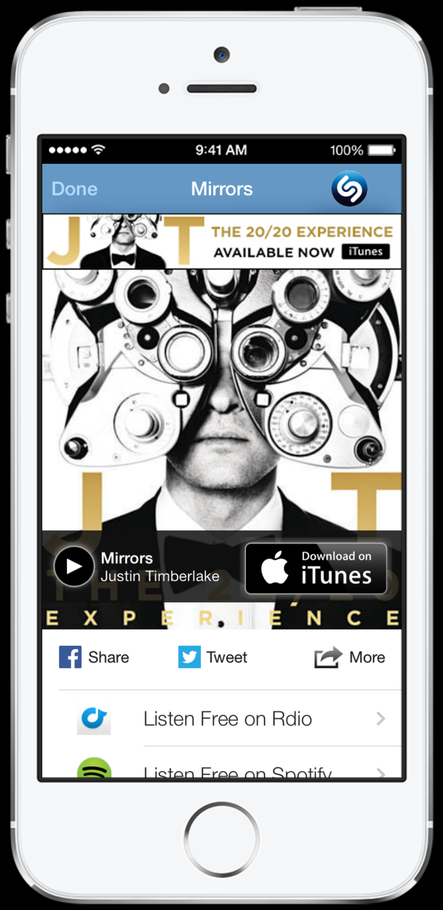




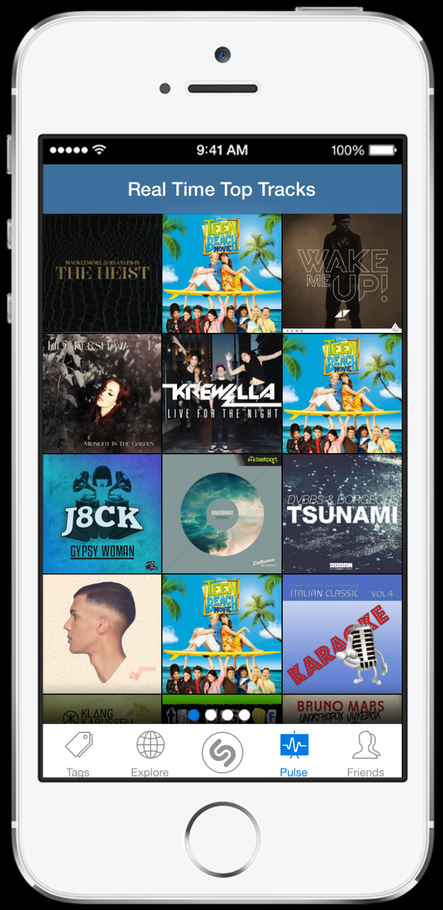
Screenshots

- Shazam





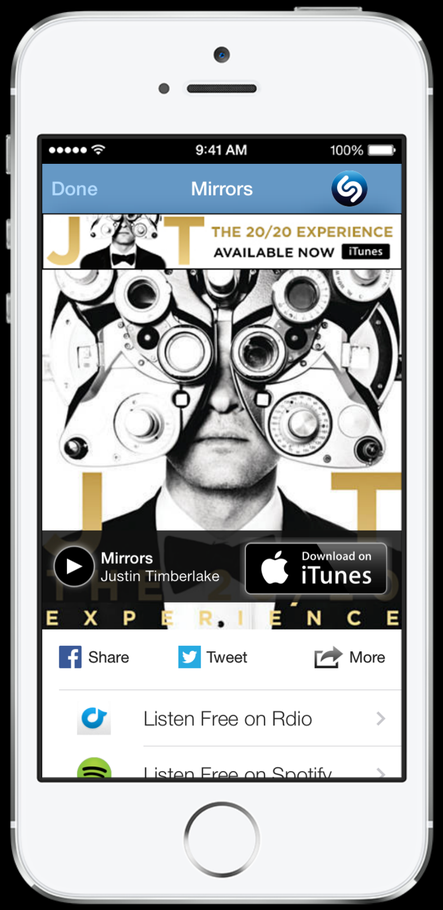




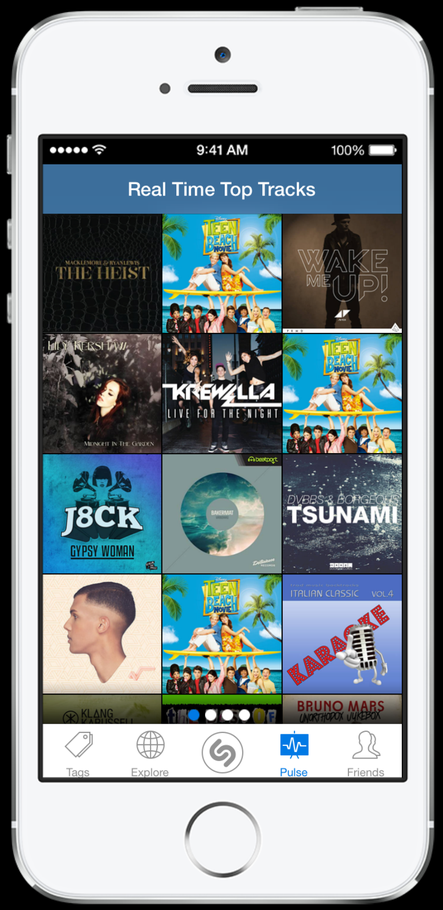
Screenshots

- Shazam



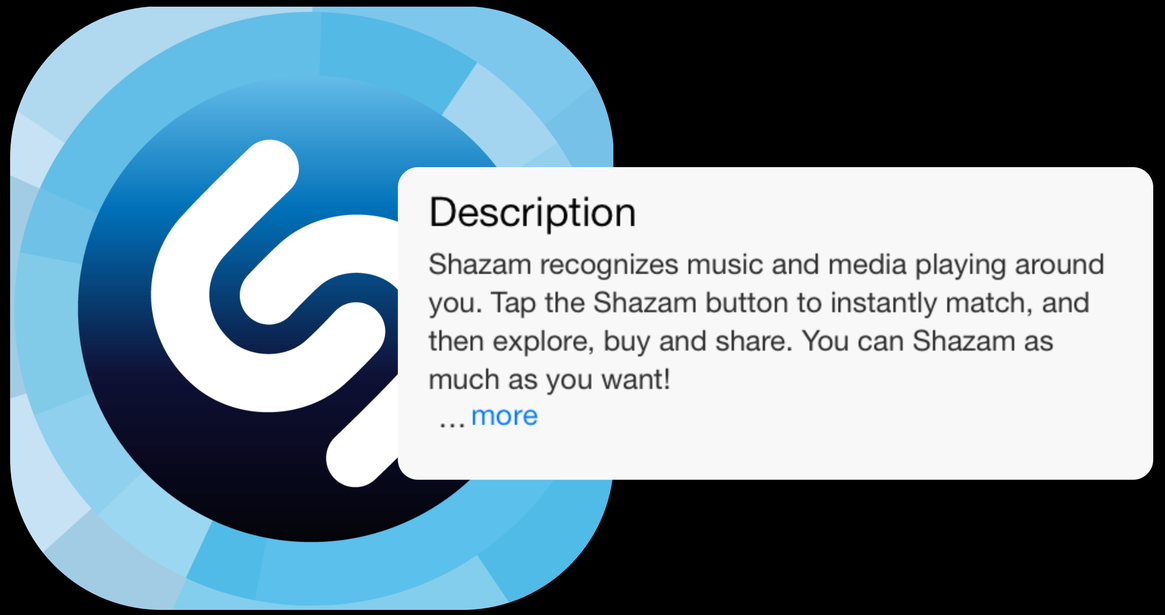






App Description

- Shazam



Sample Keywords

App Store Presence

- Name
- Icon
- Screenshots
- Description
- Keywords



Business Model

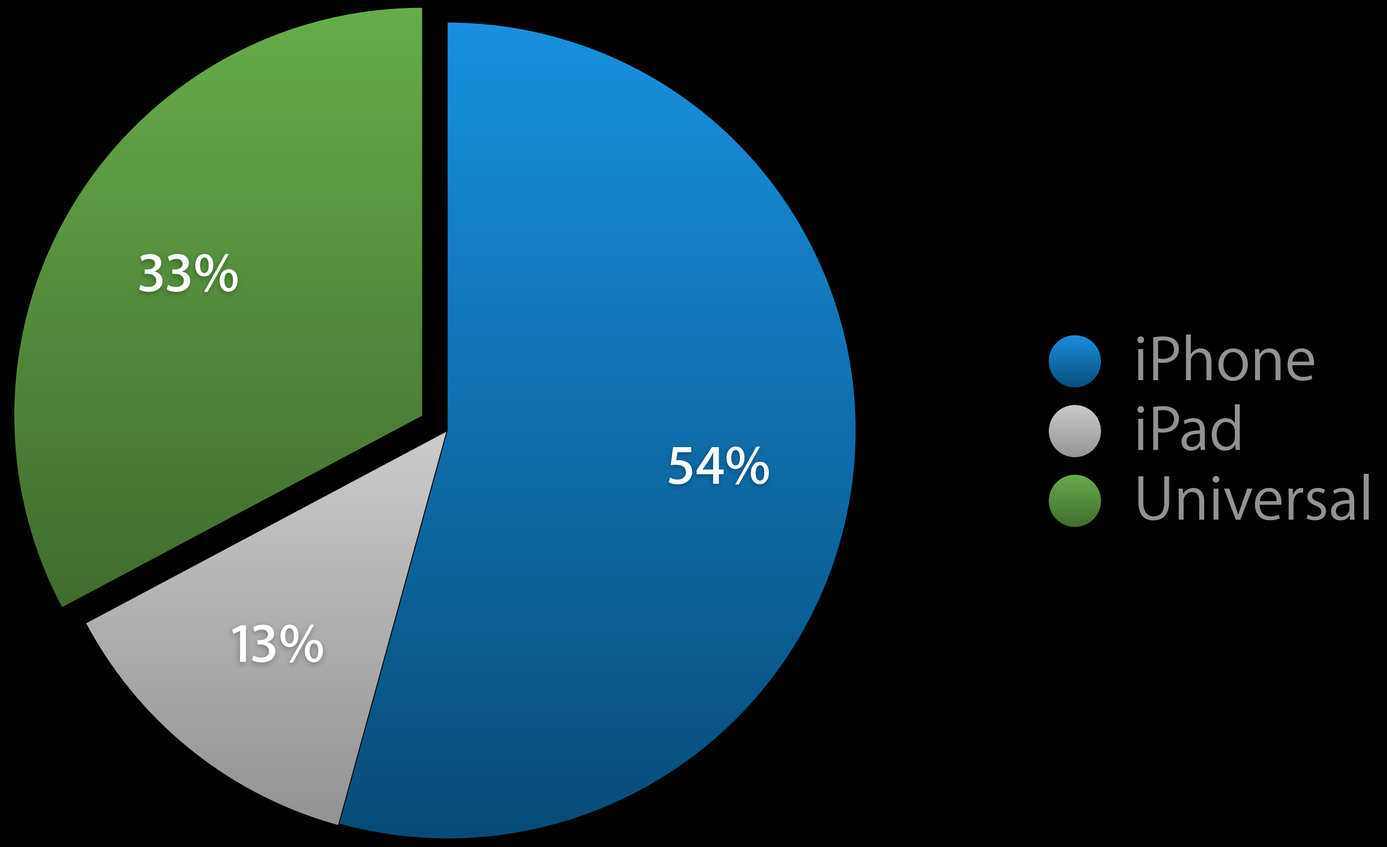
Build a universal app




9:41 AM
100%
Messages
Calendar
Photos
Camera
Weather
Clock
Maps
Videos
Notes
Reminders
Stocks
Game Center
Newsstand
iTunes Store
App Store
Passbook
Compass
Settings
Phone
Mail
Safari
Music


iPad
9:41 AM
100%
FaceTime
Calendar
Photos
Camera
Contacts
Clock
Maps
Videos
Notes
Reminders
Photo Booth
Game Center
Newsstand
iTunes Store
App Store
Settings
Shazam
Messages
Mail
Safari
Music

App Store Catalog by Type



Choose the right business model for your product

Free







Paid







Paymium





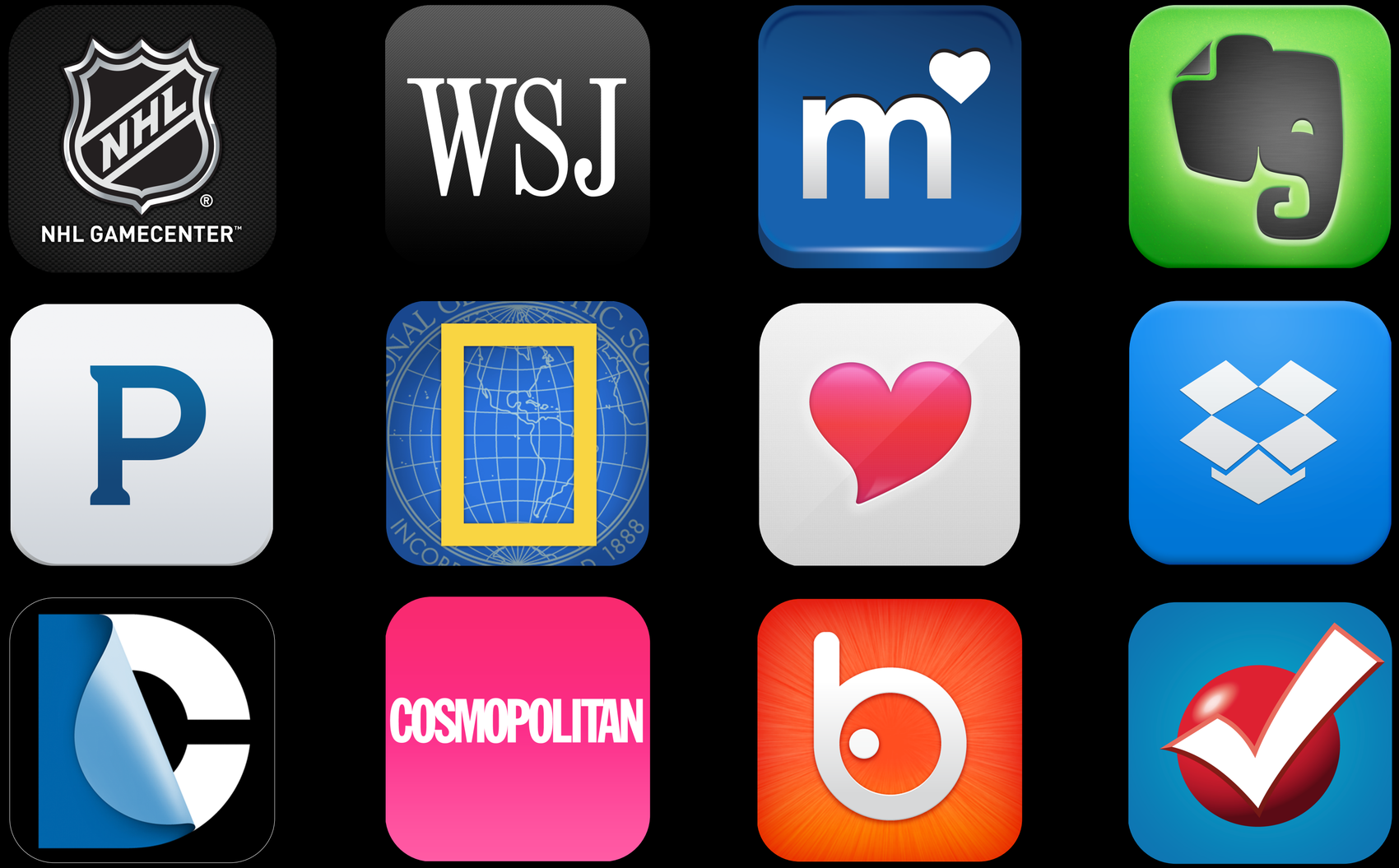


Freemium

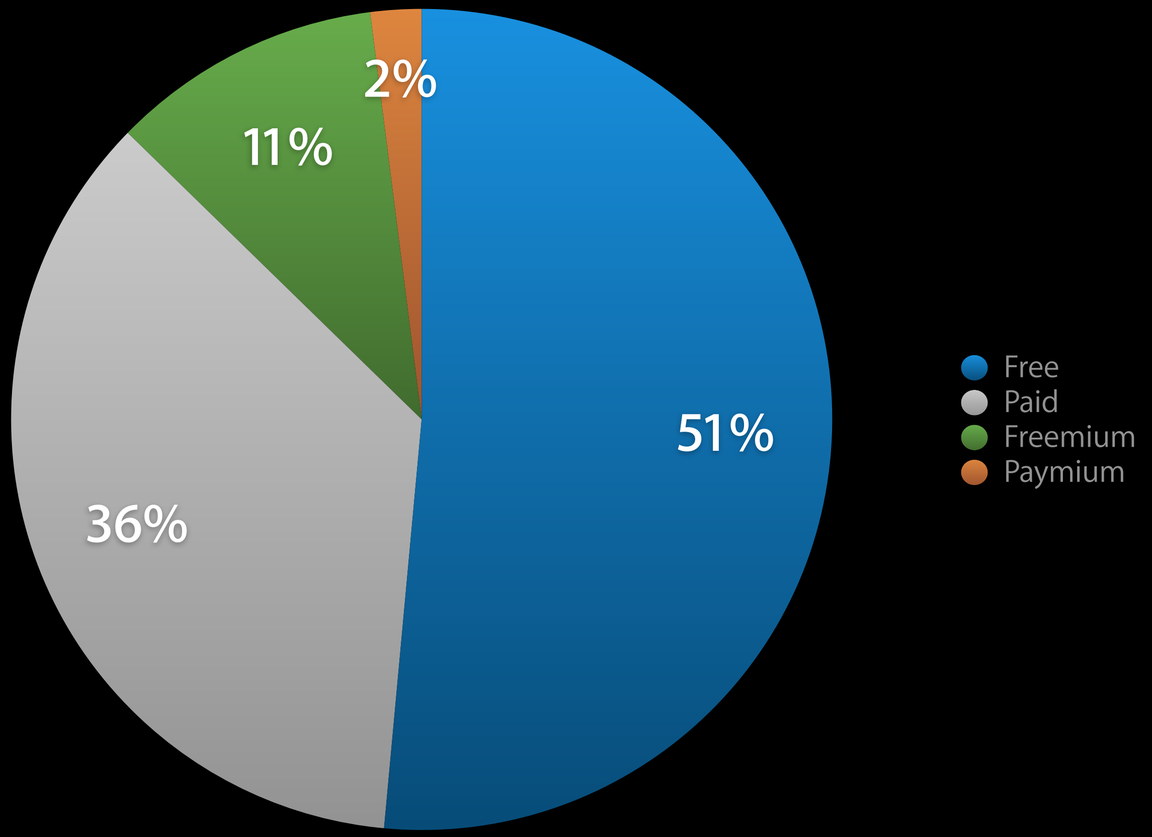
Freemium

A business model where a product or service is provided for free, but money is charged for advanced features, functionality, or virtual goods.

Freemium Examples



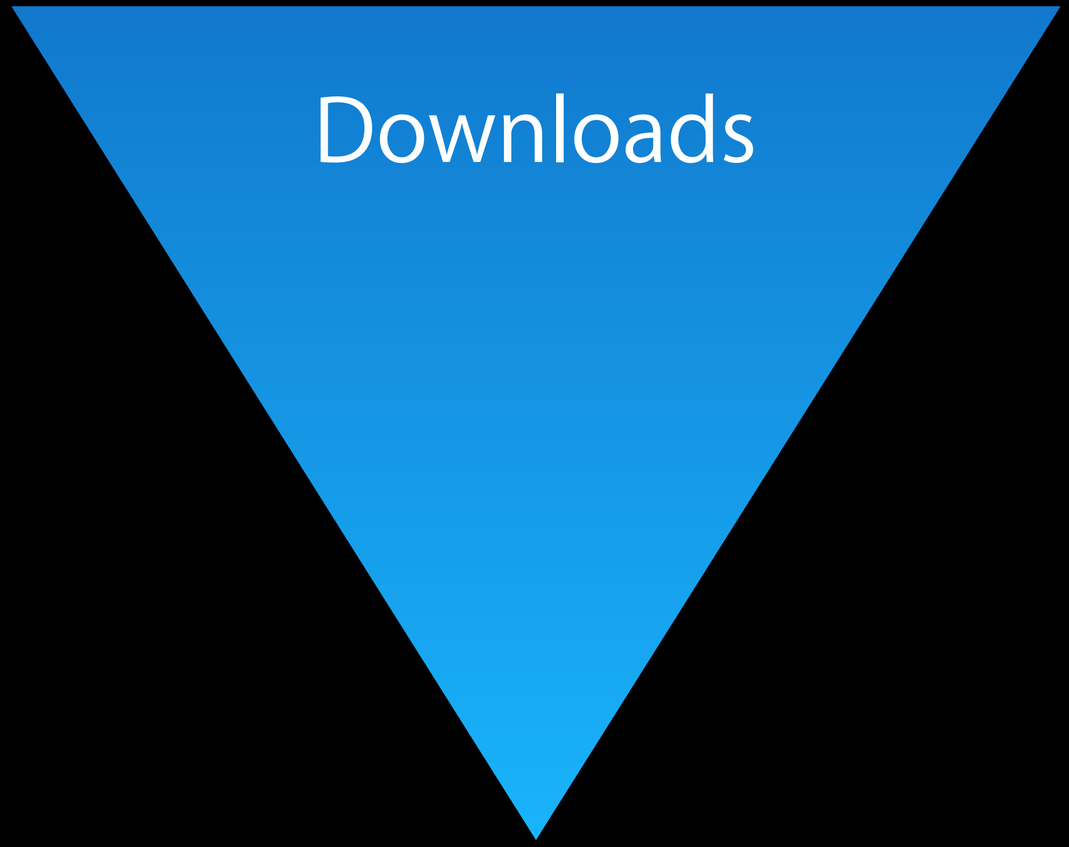
App Store Catalog by Business Model



Is Freemium the right business model?

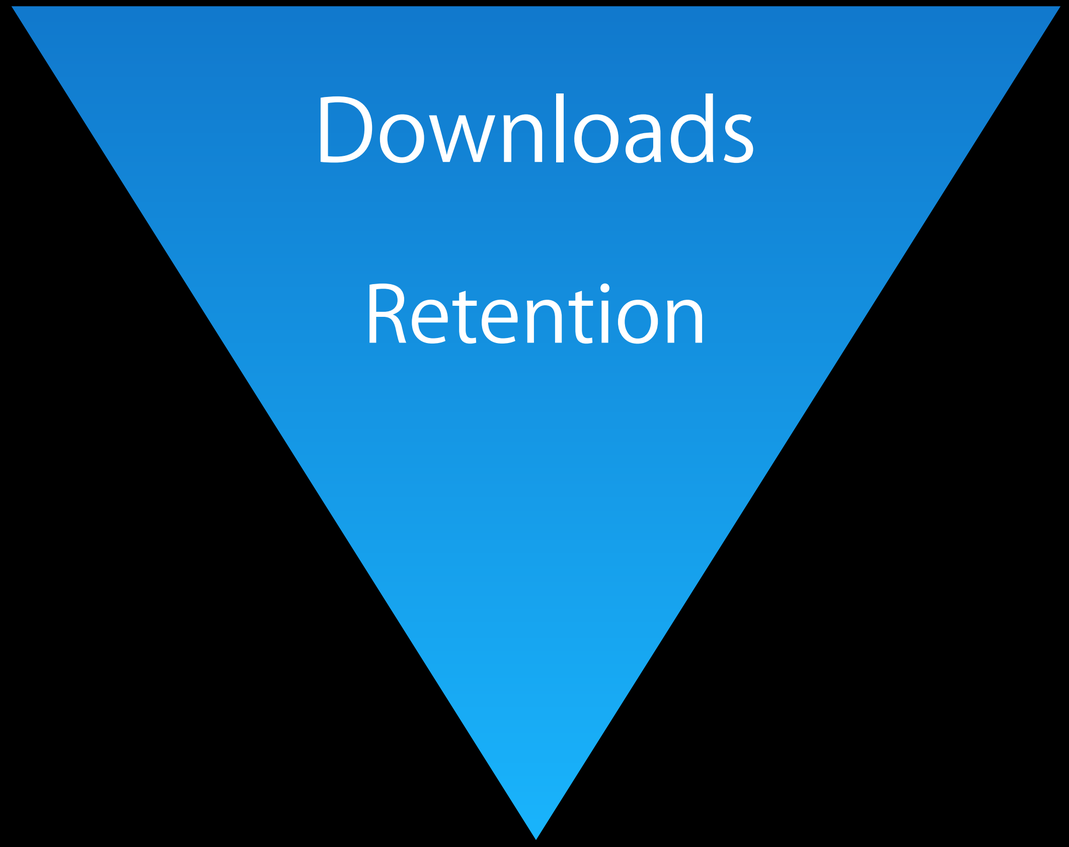
What are your target market’s expectations?

Freemium Funnel



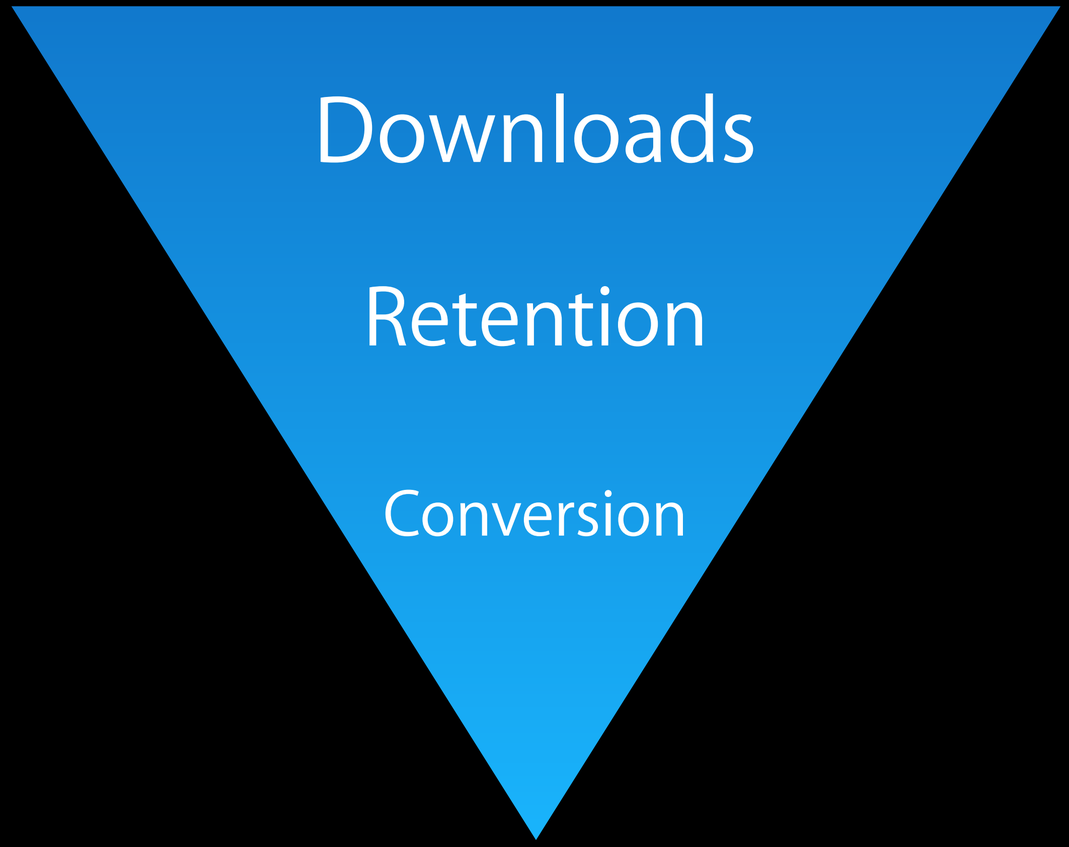
Can you segment the experience between free and paid?

Freemium Funnel



Do you have a plan to create lasting value?

Freemium Funnel



Next steps

Freemium Best Practices

- Identify and focus on your target market
- Prioritize engagement before monetization
- Incorporate business model into product design
- Track your metrics
 - Downloads
 - Retention
 - Conversion
- Treat your app as a service
- Protect and respect customers



Pricing

Price thoughtfully and competitively

Consider price promotions

Last Steps Before Launch

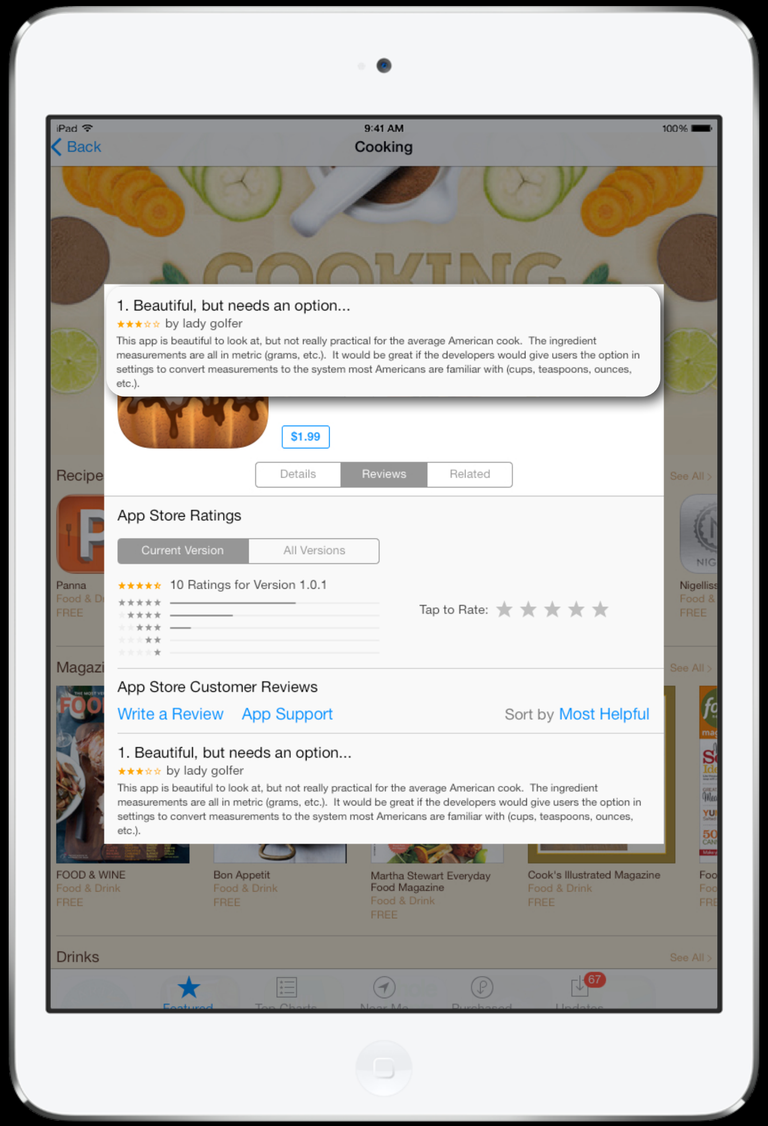
Interaction with Apple

- Communicate with Apple
 - AppStorePromotion@apple.com
 - AppoftheWeek@apple.com
- Plan for App Review to take time
- Have a marketing plan



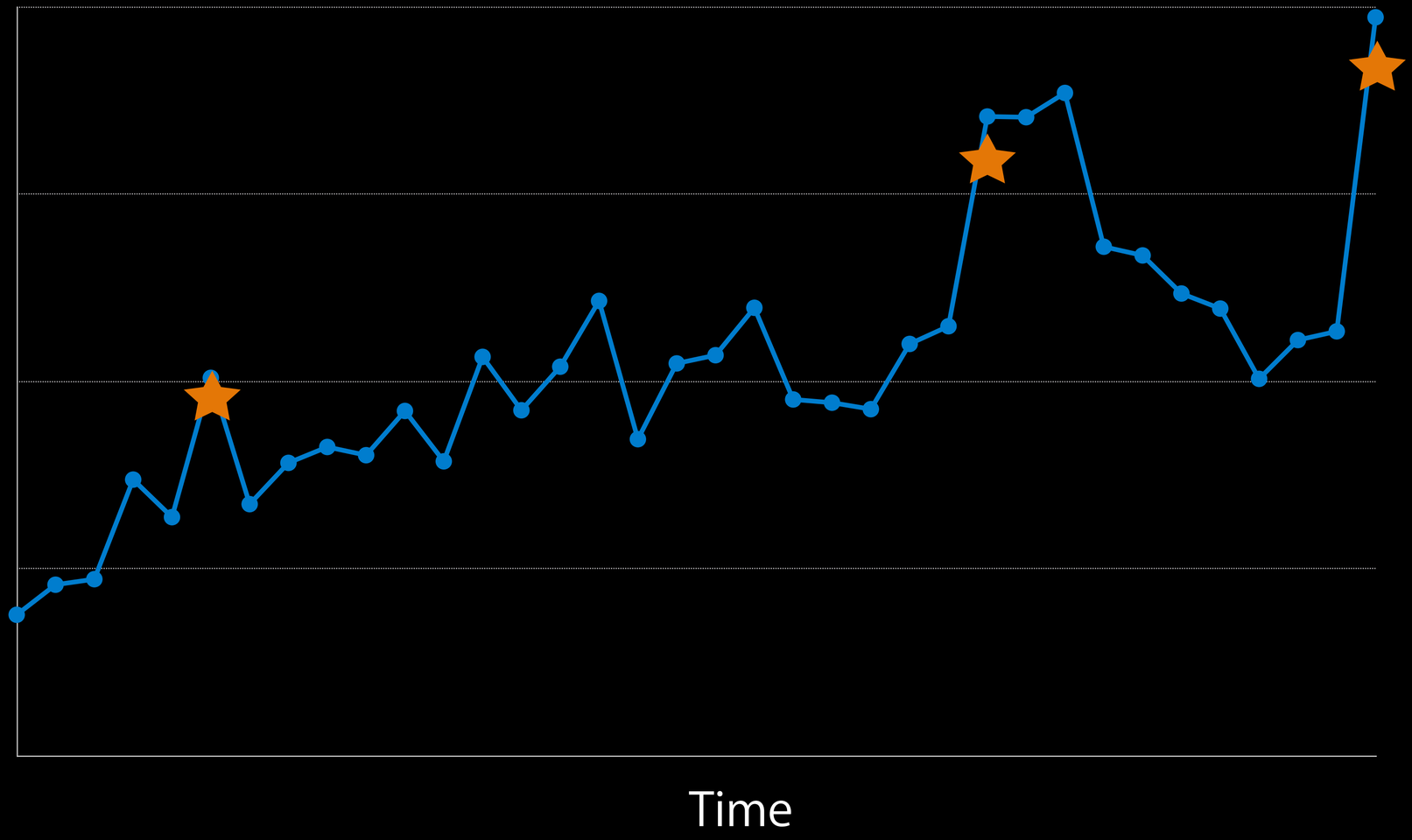
After Launch

Monitor Ratings and Reviews

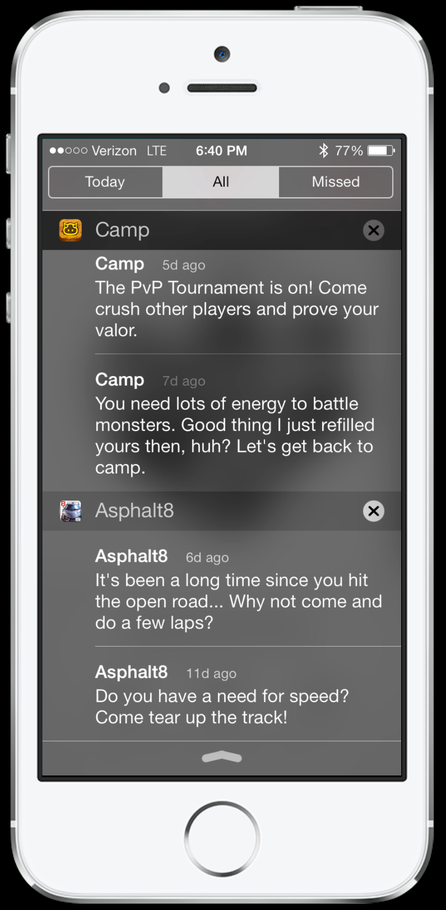


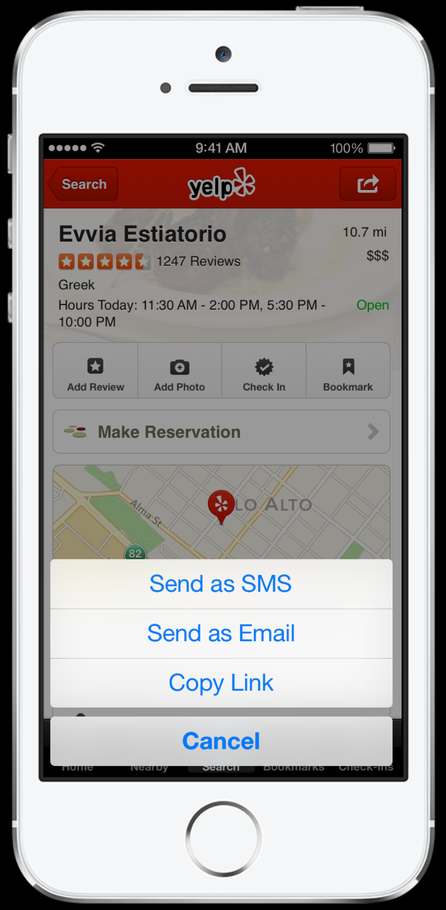
Update Your Apps

Evernote

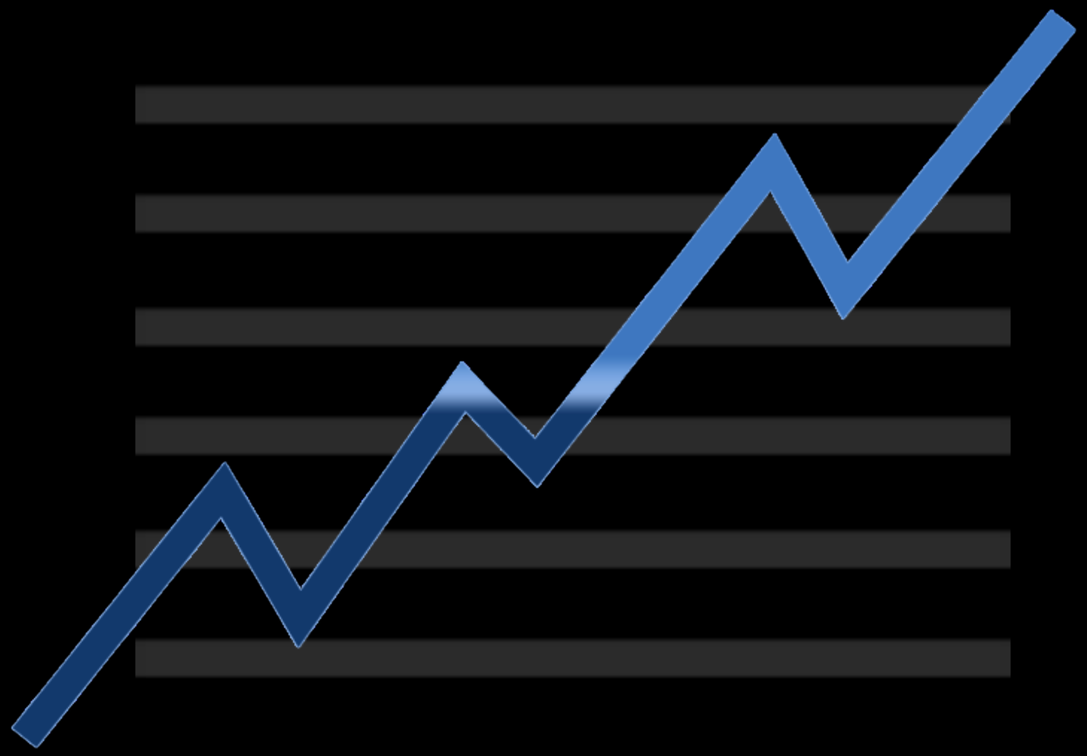


Use Push Notifications and Sharing





Monitor Your Sales and Trends



Agenda

- Business update
- App Store overview
- Best practices
- Localization
- Getting featured

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155
Countries

Think Globally

Be Local

What to Localize



Evernote出品的印象笔记是一款免费的简单实用的应用程序。它的强大跨平台能力能够为你保留美好的记忆、保存每一瞬间的灵感和帮助维持有效率以提高工作效率。无论何时何地，印象笔记都将帮助你随时记事、拍摄照片、创建待办事项、录制语音记录。同时强大的搜索能力使你需要时可以快速方便的找到它们。

What to Localize

- App name
- App description
- App screenshots
- App contents



Recommended Languages

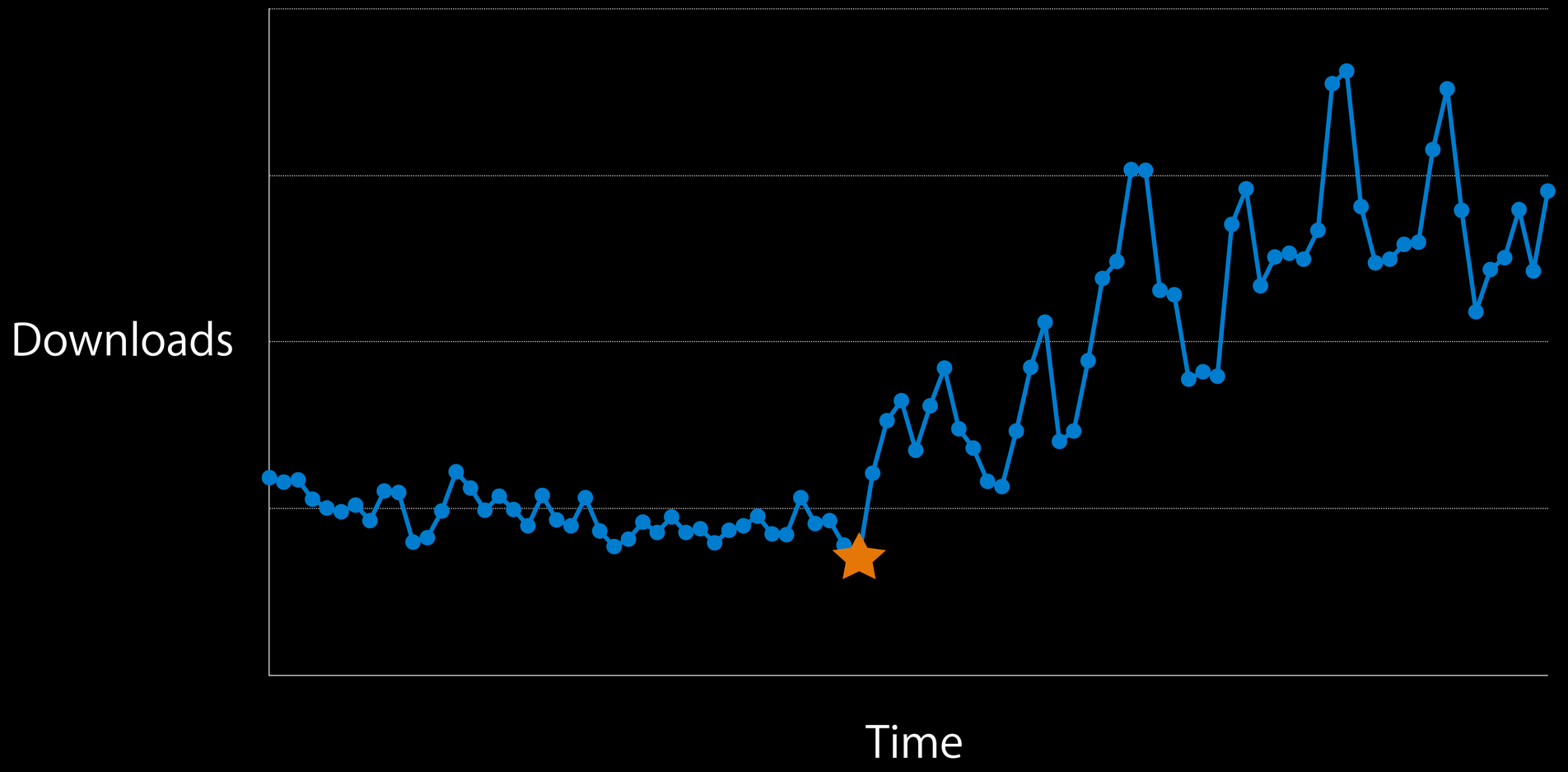
English, French, Italian, German, Spanish

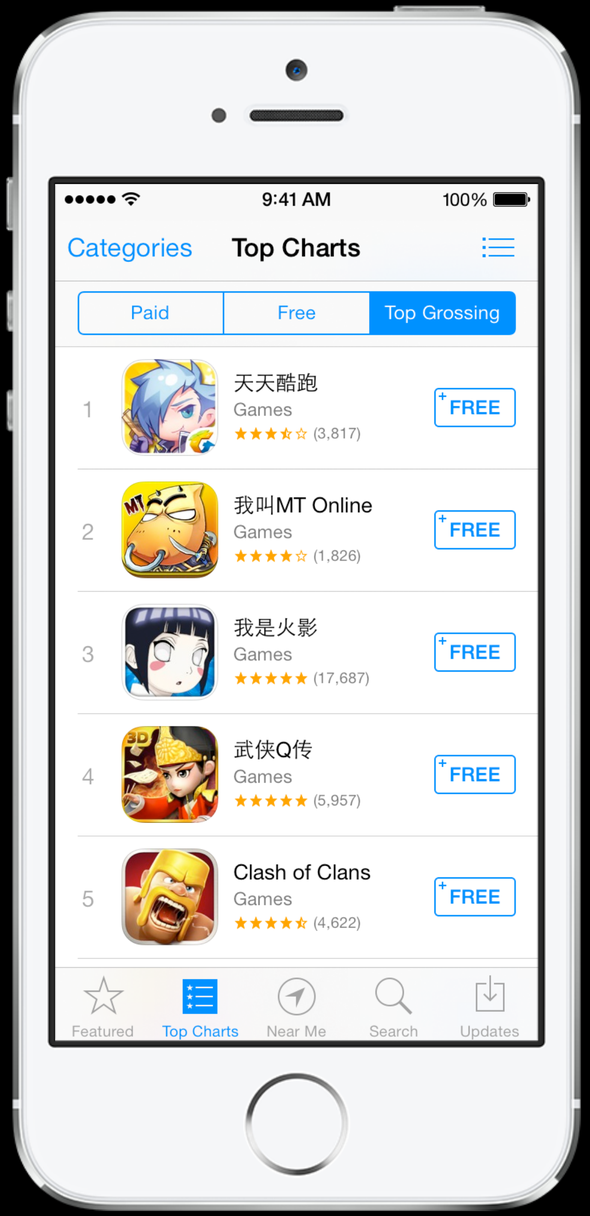
Japanese, Korean, Traditional Chinese, Simplified Chinese

Brazilian Portuguese, Russian, Turkish, Arabic

Impact of Localization

- EyeEm — Brazilian Portuguese localization





China



Japan



France

Think Globally

Be Local

developer.apple.com/internationalization



Agenda

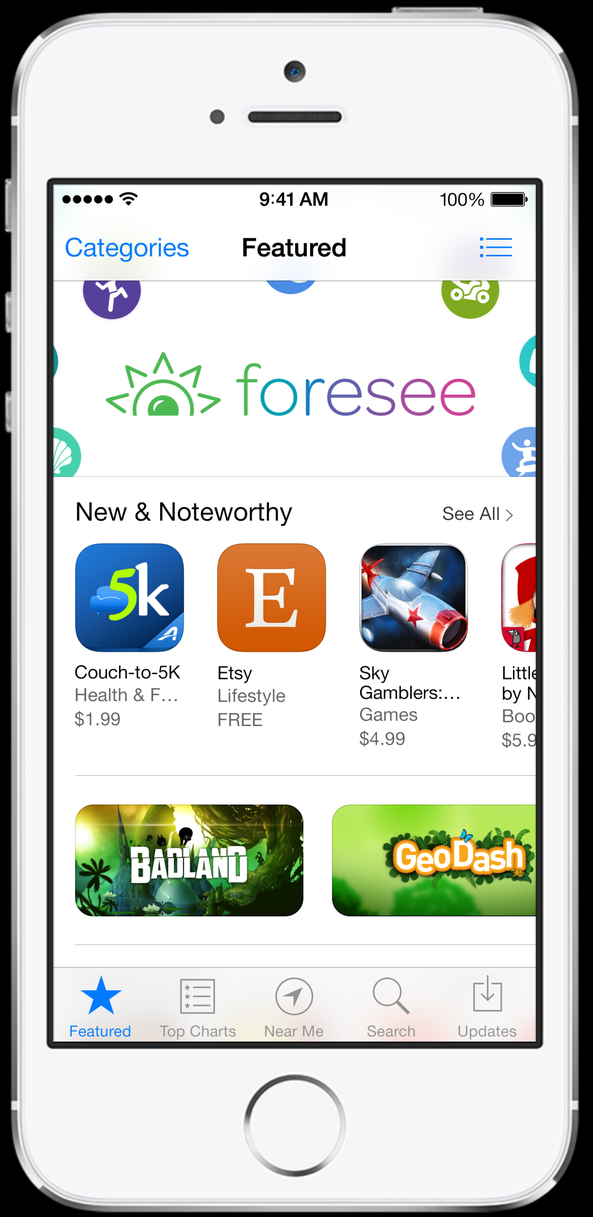
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Getting featured

- Build a great, unique app that our customers love
- Have a strong App Store presence
- Choose the right business model; price thoughtfully
- Offer customers a Universal binary
- Localize in relevant markets
- Communicate with the App Store team



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Thank You



Marketing

Steve McGuigan
Senior Manager, App Store Marketing

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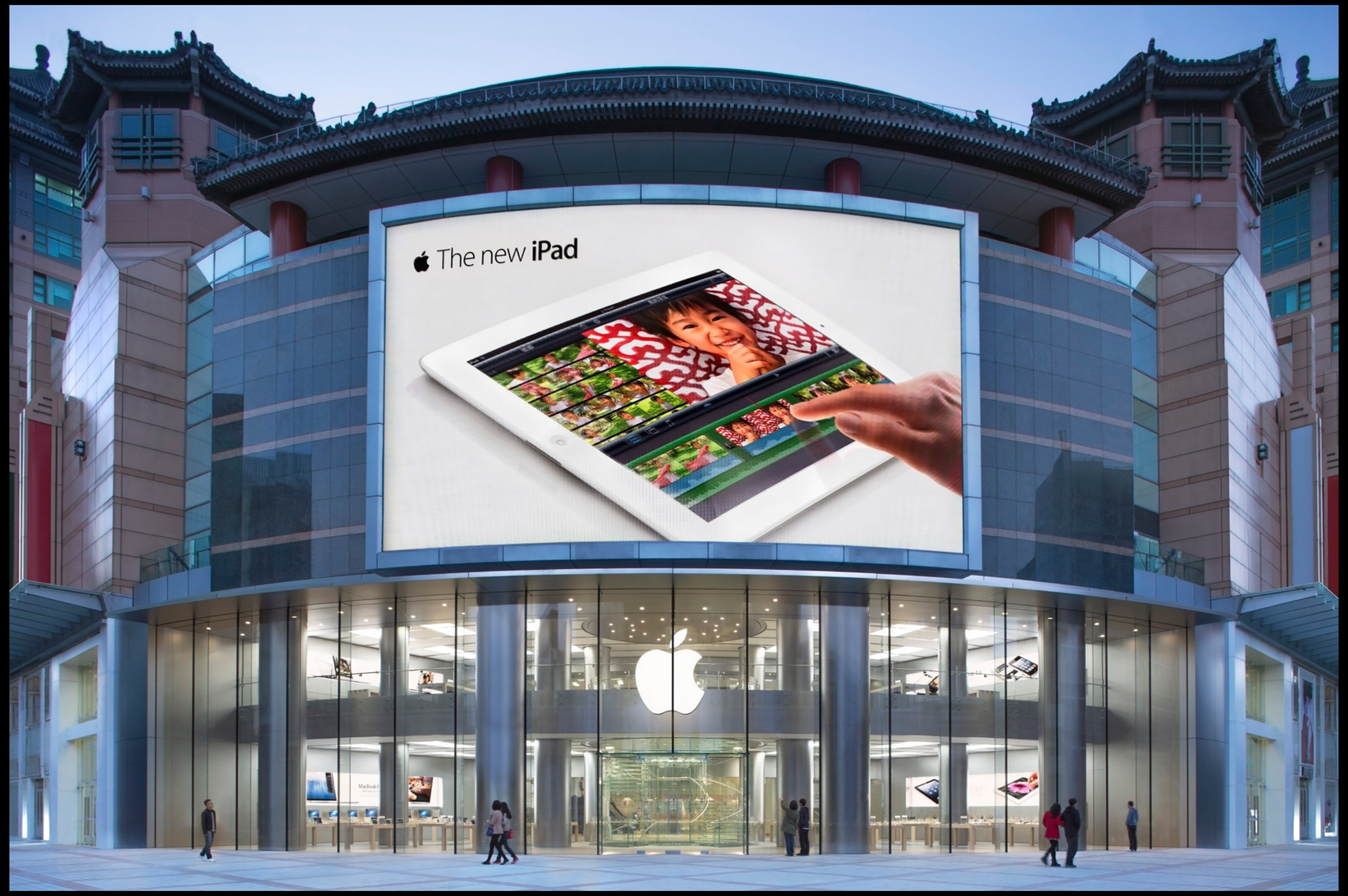


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iPad mini


iPhone 5c
京广桥


The new iPad


DRAGONSTAR
英龙华辰
iPod touch

Apple

www.apple.com/cn/

Reader

在线商店 | Mac | iPod | iPhone | iPad | iTunes | 技术支持

iPad mini

配备 Retina 显示屏

小有乾坤



观看主题演讲

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Zombies Invade the App Store in Gunner Z — Inbox

App Store <AppStore@new.itunes.com>
To: Steve McGuigan
Zombies Invade the App Store in Gunner Z

October 5, 2013 7:31 PM

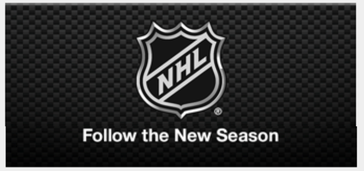
App Store Spotlight

Games | Photo & Video | Productivity













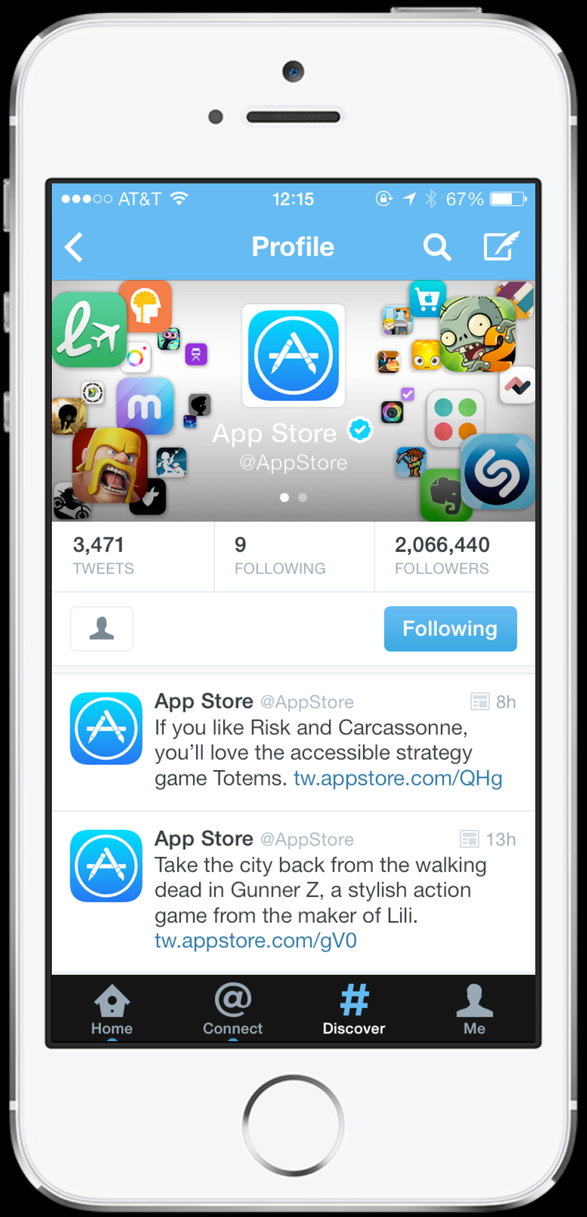


Explore
App Collections
Game Collections

Features
Editors' Choice
Only on the App Store

Help
Support
Privacy Policy

Manage
Account
Subscribe


AT&T
12:15
67%
Profile
App Store
@AppStore
3,471
TWEETS
9
FOLLOWING
2,066,440
FOLLOWERS
Following
App Store @AppStore 8h
If you like Risk and Carcassonne, you'll love the accessible strategy game Totems. tw.appstore.com/QHg
App Store @AppStore 13h
Take the city back from the walking dead in Gunner Z, a stylish action game from the maker of Lili. tw.appstore.com/gV0
Home
Connect
Discover
Me


AT&T
12:15
67%
Page
App Store
Product/Service
Admin
Public
Liked
Share
More
From business to games, education to entertainment, productivity to social networking, there's an app for just about anything. Find them all on the App Store. And you can download many for free.
Search and browse apps just as you would
More Information
8.2M
likes
News Feed
Requests
Messages
Notifications
More

You control much of your success on the App Store

You are not dependent on getting featured

It starts with a great app...

...that is propelled by a great marketing plan

Agenda

- App Store Code Program
- iOS Dev Center - Marketing Resources
- Components of a Comprehensive Marketing Campaign

App Store Code Program

Introduction

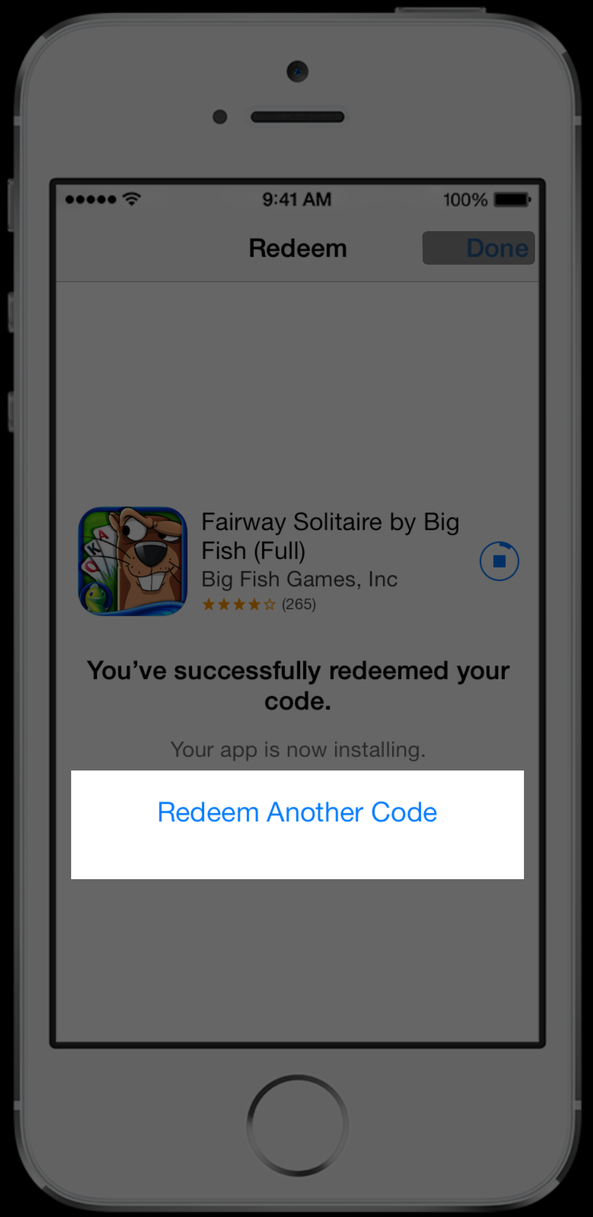
- Provide developer ability to market free offers to customers (via codes)
- Paid apps downloaded free
- Different than Promo Codes
- Royalty Waived, Commission Waived
- Digital or physical distribution

Benefits

- Create impactful, high value marketing promotions
- User acquisition and engagement tool
- Simple, frictionless and consistent user experience

Digital Promotion

- Present online ad
- Tap to start redemption flow
- Login to the App Store
- Code auto populated, tap Redeem
- Redemption complete



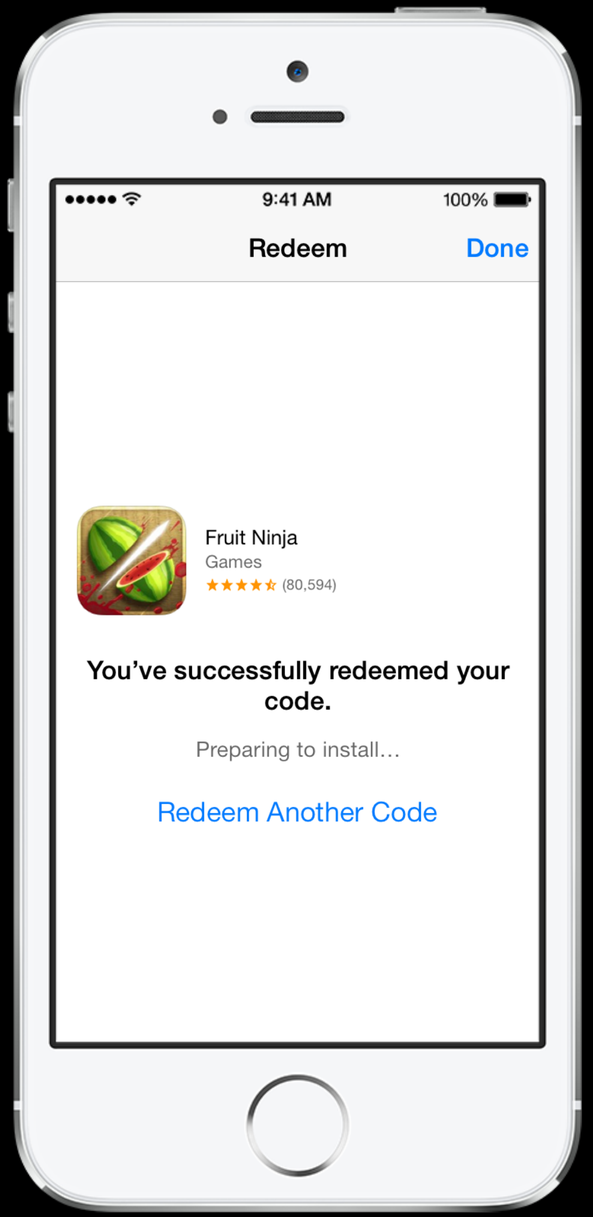
Physical Promotion

- Produce quality event
- Code printed on cards for event



Physical Promotion

- Produce quality event
- Code printed on cards for event
- Login to the App Store
- Enter code, tap Redeem
- Offer complete



Requirements for Participation

- High impact marketing campaign
- High redemption opportunity (100,000+)
- Open offer
- Distribution tracking
- Apple approval

App Store Code Program

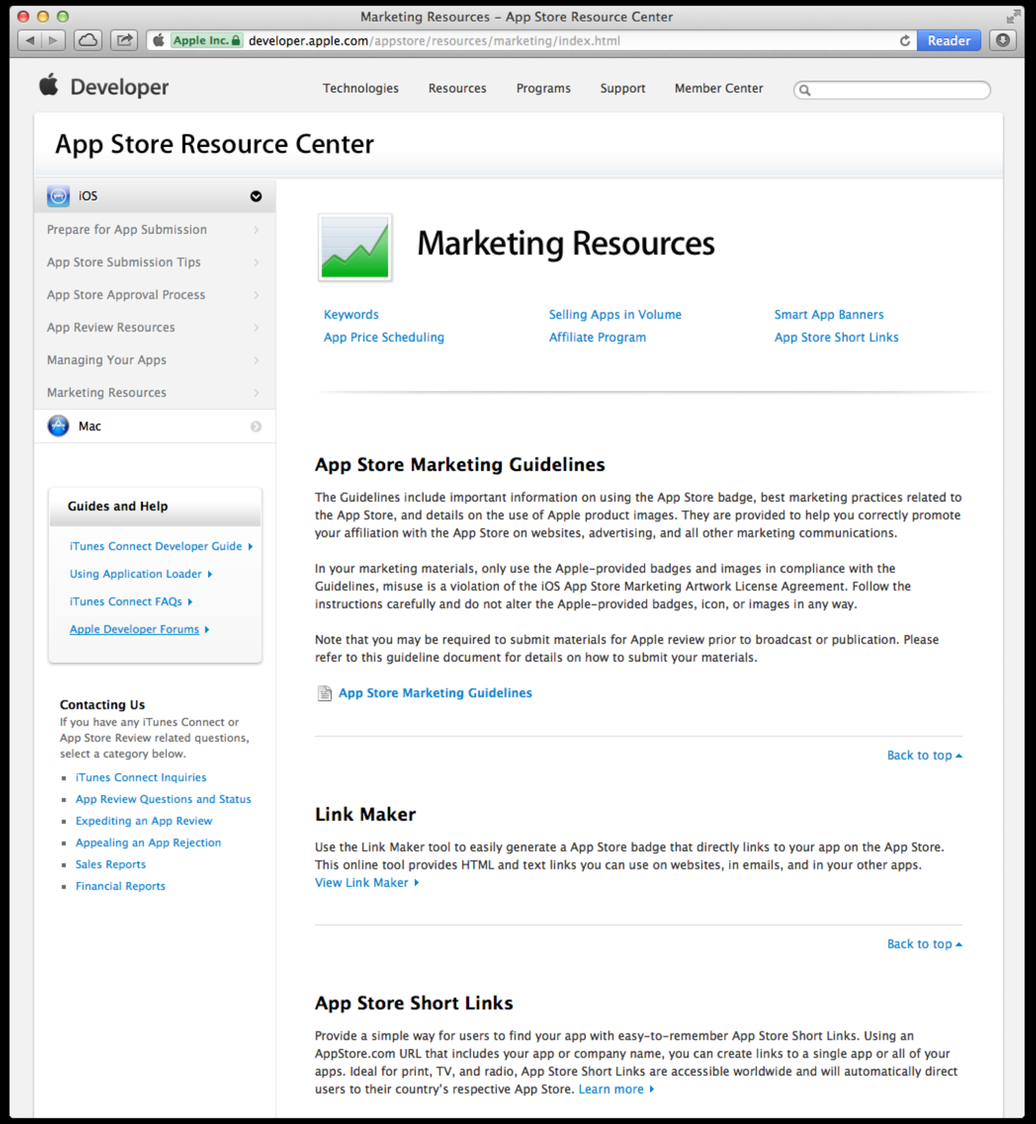
How to apply

- Email AppStoreCodes@apple.com
- Complete the *Code Promotion Details* template
- Upon approval, agreement sent
- Upon signed agreement, codes sent
- Redemptions tracked via Sales and Trends report

iOS Dev Center—Marketing Resources

AppStore.com/marketing

- App Store Marketing Guidelines
- Apple assets
- Tools



App Store Marketing Guidelines

- Advice and direction
 - Use of App Store badges
 - Featuring Apple products



App Store Badges

- Use in all marketing



App Store Badges

- Use in all marketing
- Place in subordinate position



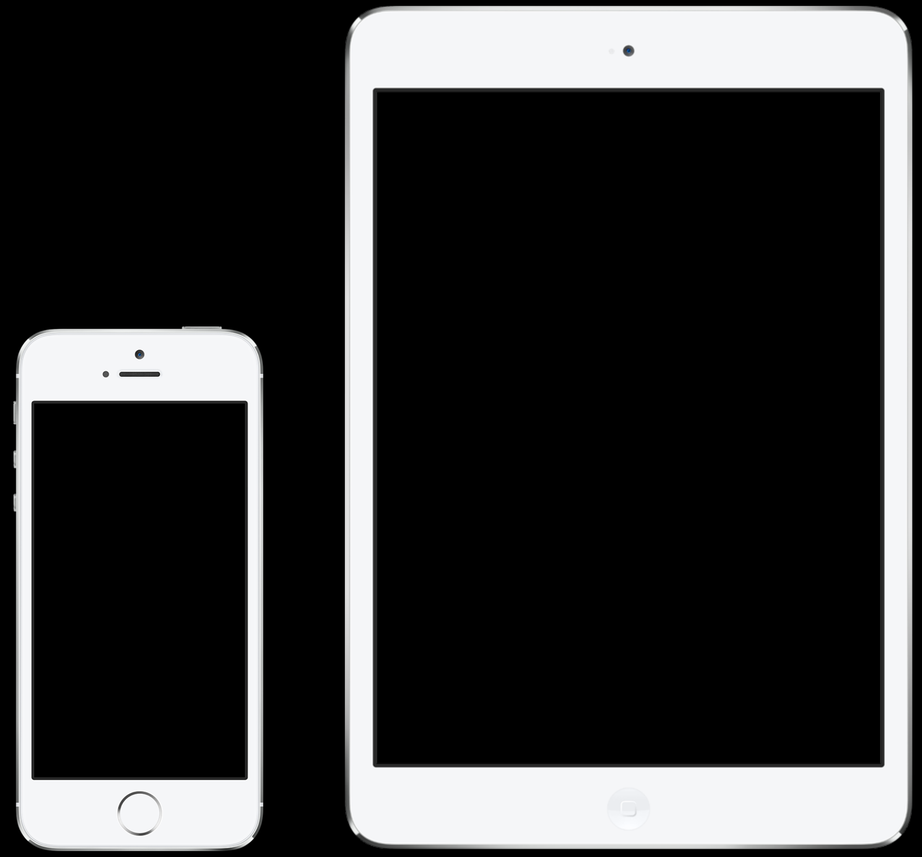
App Store Badges

- Use in all marketing
- Place in subordinate position
- Localized versions available



Apple Device Images

- Use and now with white devices



Apple Device Images

- Use and now with white devices
- Provide actual screenshots



Apple Device Images

- Use and now with white devices
- Provide actual screenshots
- Custom photos and video



Components of a Comprehensive Marketing Campaign

Components of a Comprehensive Campaign

Owned Channels

- Social
- Website
- Cross promotion
- PR
- Trailers

Paid Channels

- Mobile ads
- Print
- Television

Social Media

- Plan social from the beginning
- Content strategy
 - ‘You’re amongst friends’
 - ‘Arrest the thumb’
 - People are what they share
 - Be smart with hot topics
 - Be useful
 - Be timely

Website

- Utilize Smart App banners



Website

- Utilize Smart App banners
- Optimize for mobile



Website

- Utilize Smart App banners
- Optimize for mobile
- Multiple install points
- Social signup



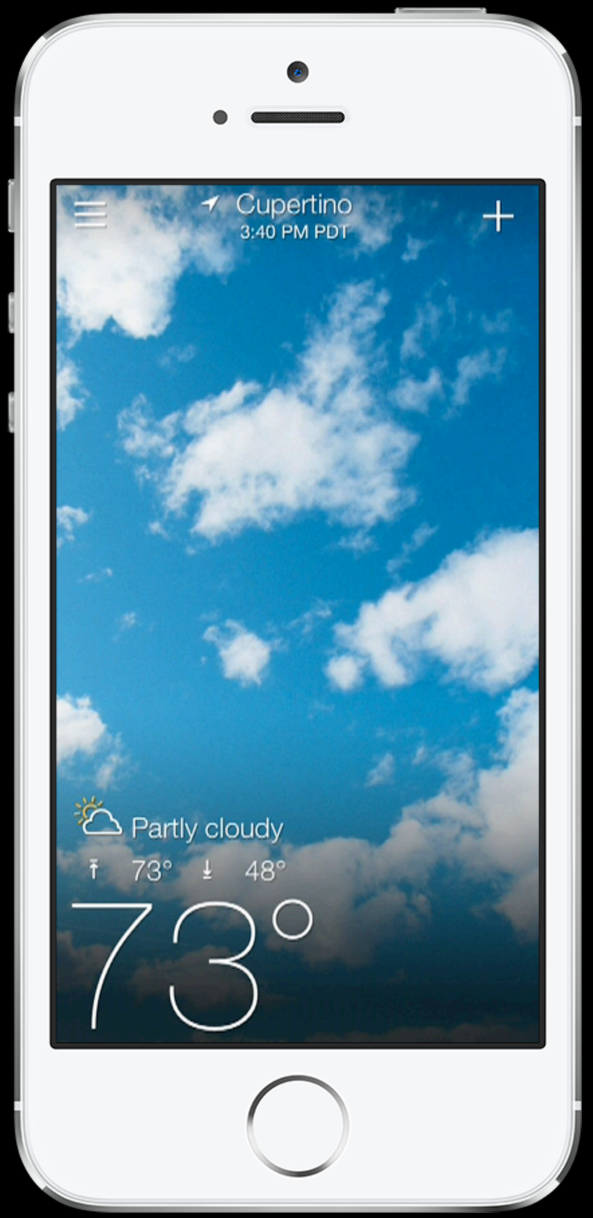
Website

- Utilize Smart App banners
- Optimize for mobile
- Multiple install points
- Social signup
- FAQ and customer care



Cross Promotion within Apps

- “More apps” menus



Cross Promotion within Apps

- “More apps” menus
- Tickers



Cross Promotion within Apps

- “More apps” menus
- Tickers
- Interactive creative



Cross Promotion within Apps

- “More apps” menus
- Tickers
- Interactive creative
- Use Store Sheet



PR

- “PR” doesn’t stand for press release
- Use promo codes at launch for influencers
- Find an advocate
- Support claims
- Apple approval required
 - pressreleases@apple.com

Trailers

- The first six seconds...
- Keep it 30-60 seconds
- Use professional capturing tools
- Create a great soundtrack
- Provide a clear call to action
- Ensure it’s globally appropriate

Elle+

Components of a Comprehensive Campaign

Owned Channels

- Social
- Website
- In-app cross promotion
- PR
- Trailers

Paid Channels

- Mobile ads
- Print
- Television

Mobile Ads

- Fewest taps away from install
- Target for best customer acquisition
 - Device, demographic, interest, etc.
- Custom creative
- Test, test, and test



Print

- Connect visually with devices
- Use product names in copy
- Clear call to action
 - App Store badge
 - ‘Download’ or ‘Search’
 - Other conversion tools



Television

- Devices at hand
- Share the magic moments
- Voice over
 - Key features
 - Supported devices
 - Call to action
- End frame

Vogue

Submit marketing assets to AppStoreMarketing@apple.com

请发中文吧 放心 我们看得懂!

iTunes Connect

App Store Distribution

Aubrey Thelen
App Store Operations Manager
aubreyn@apple.com

These are confidential sessions—please refrain from streaming, blogging, or taking pictures



iTunes Connect

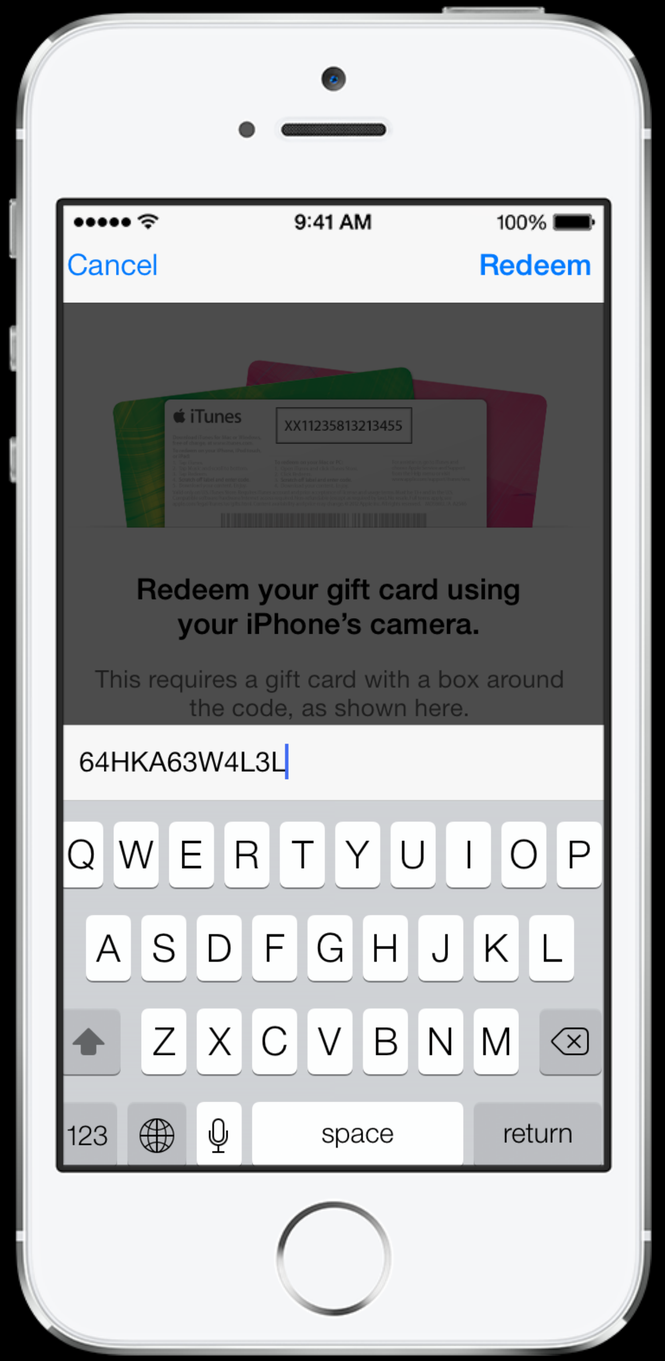
- Valuable Features
- Localization Setup
- Tips and Tricks

Promo Codes

Give away copies of your app

Promo Codes

- Ready for Sale state
- Request as you need them
- Reserve for media and influencers
- 500 for each version



App Transfer

Moving apps between developer accounts

App Transfer

Uses

- When you sell your app
- When you acquire an app
- When you consolidate companies

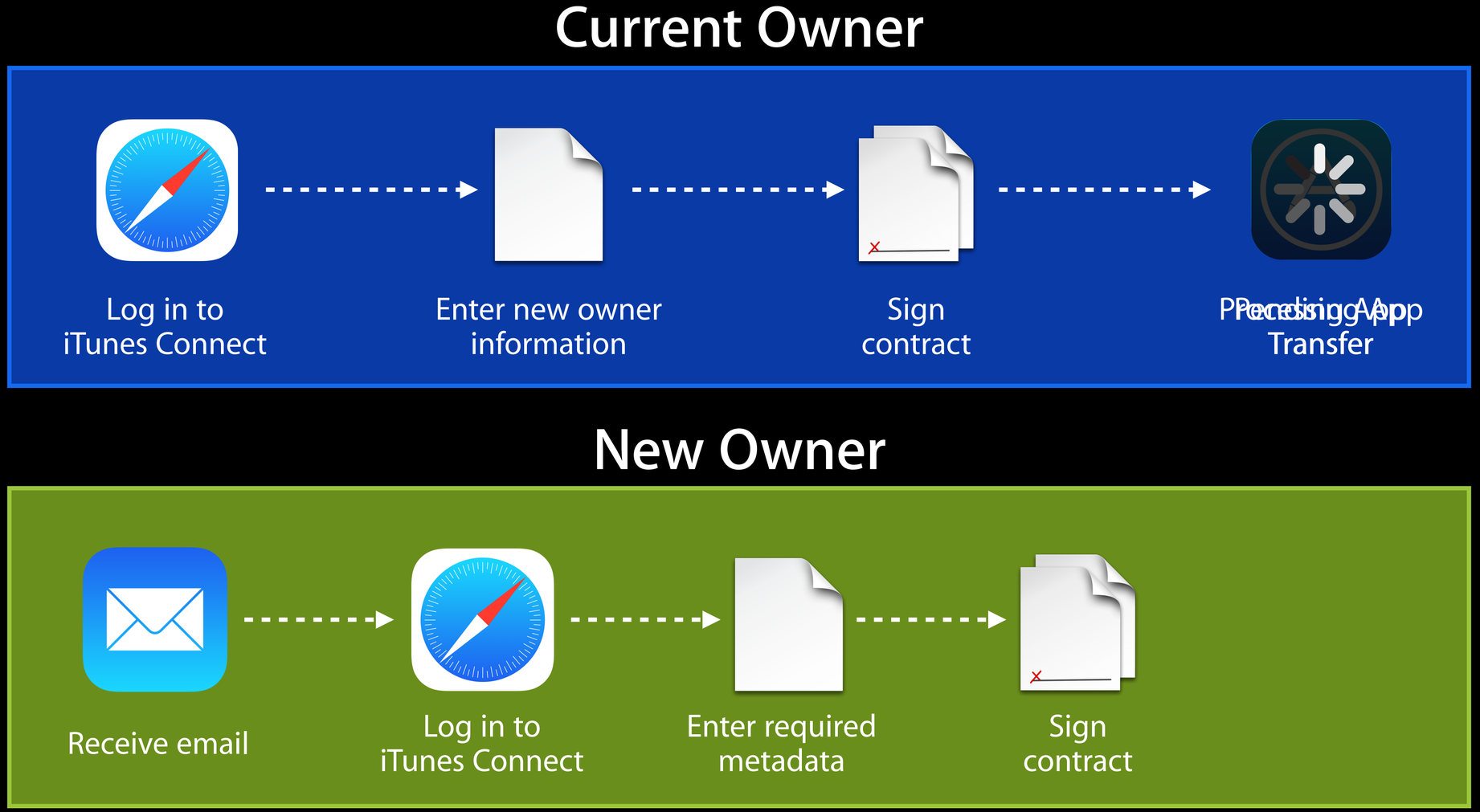
App Transfer

Benefits

- Seamless to your customers
- Retain chart placement, ratings, reviews and update-ability
- Minimal changes on the App Store

App Transfer

Flow



App Transfer

Rules

Current Owner

- Contracts
 - Up to date on your contracts
- At least one approved app version
 - No pending app review
 - No pending in-app purchases reviews

App Transfer

Current owner checklist

Current Owner

- Collect new owner information
 - Apple ID of the recipient's team agent
 - Recipient's Team ID—unique id from Member Center
- Back-up app history
 - Your app will not be available for you in iTunes Connect after transfer
- Arrange to transfer your source code and binary
 - Separate from iTunes Connect

App Transfer

App Transfer has begun

Current Owner

- App is now under metadata lockdown
 - App and in-app purchase pricing is editable
 - Everything else is locked
- 60 days for transfer to be accepted
 - Either developer may cancel pending transfer

App Transfer

New owner checklist

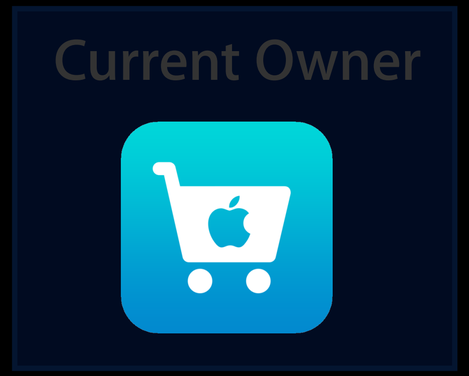
New Owner

- New app metadata
- App review information
 - New contact information for your app
- Export compliance documentation (if required)
- Update for the App Store (if needed)

App Transfer

Processing App Transfer

- App Transfer has begun
- Pricing is locked
- Cannot be cancelled
- App moves from current owner to new owner





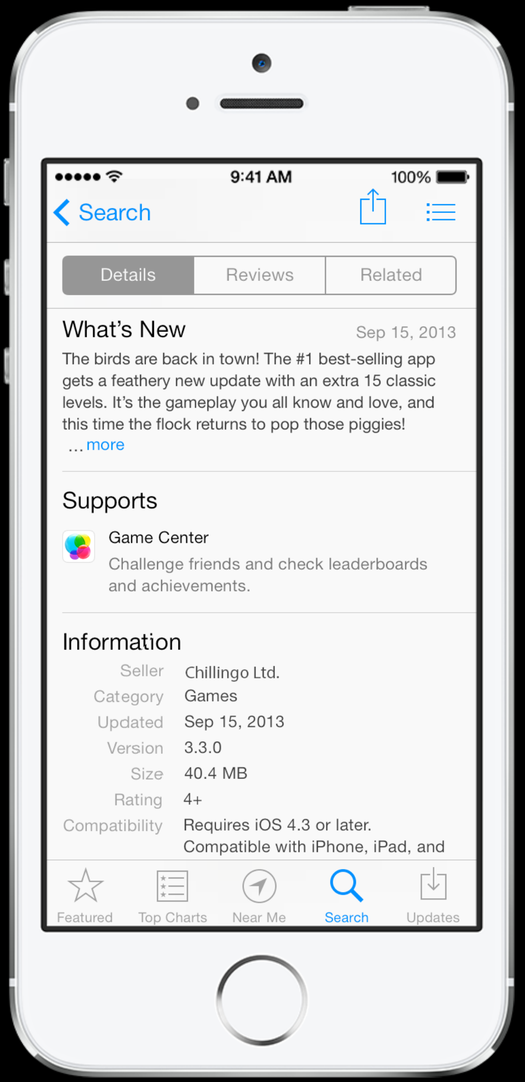
App Transfer

After transfer, next steps

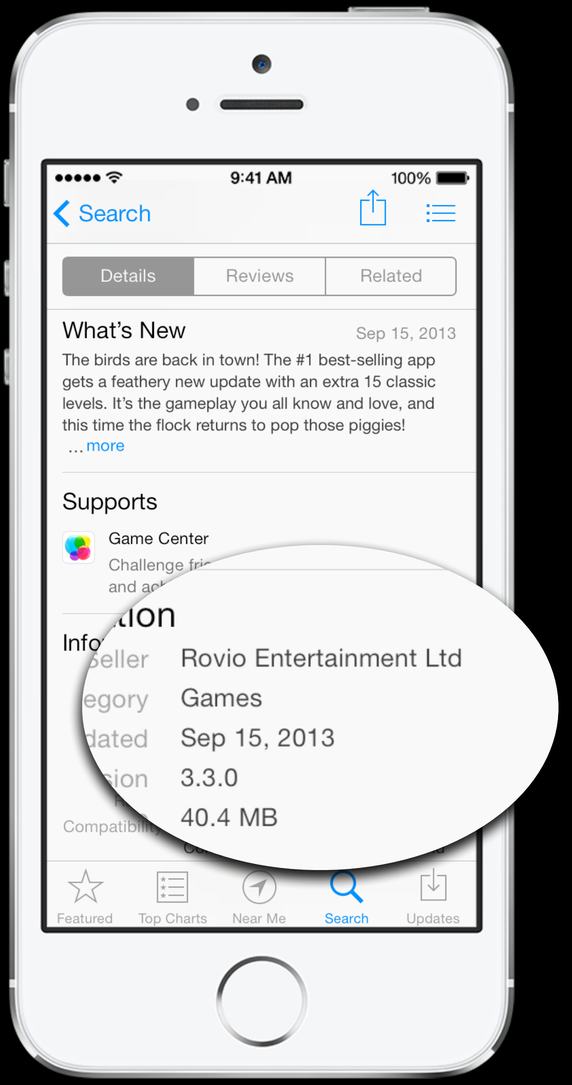
New Owner

- If your app uses Apple Push Notification service
 - Provision your newly transferred App ID for APNs
 - Generate new push certificates
- If your app uses keychain storage
 - Discuss with previous owner how keychain storage was used
 - On version update, you won’t have access to data


9:41 AM
100%
Search
Angry Birds
4+
Chillingo Ltd.
Offers In-App Purchases
(288)
OPEN
Details
Reviews
Related
ANGRY BIRDS
Featured
Top Charts
Near Me
Search
Updates


9:41 AM
100%
Search
Details
Reviews
Related
What's New
Sep 15, 2013
The birds are back in town! The #1 best-selling app gets a feathery new update with an extra 15 classic levels. It's the gameplay you all know and love, and this time the flock returns to pop those piggies!
... more
Supports
Game Center
Challenge friends and check leaderboards and achievements.
Information
Seller Chillingo Ltd.
Category Games
Updated Sep 15, 2013
Version 3.3.0
Size 40.4 MB
Rating 4+
Compatibility Requires iOS 4.3 or later. Compatible with iPhone, iPad, and
Featured
Top Charts
Near Me
Search
Updates


Angry Birds 4+
Rovio Entertainment Ltd
Offers In-App Purchases
Details
ANGRY BIRDS
Featured
Top Charts
Near Me
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Updates


9:41 AM
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Games
Sep 15, 2013
3.3.0
40.4 MB
Featured
Top Charts
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Alternate Price Tiers

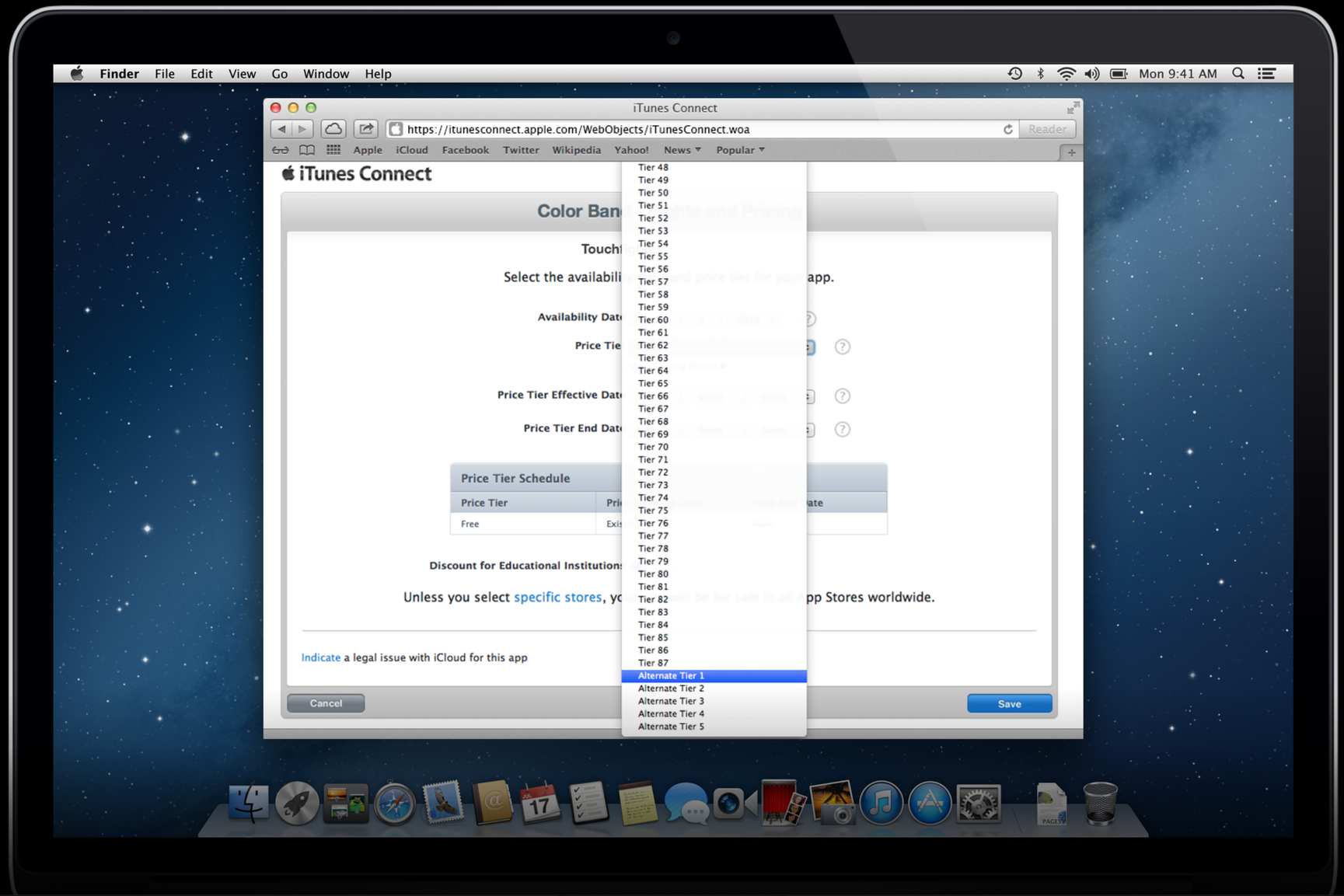
Market-optimized pricing

Alternate Price Tiers

- Five new tiers
- Market-optimized
- No restrictions
- Map to existing tiers



Alternate Price Tiers



Alternate Price Tiers

How it works

				
	Customer Price	Your Proceeds	Customer Price	Your Proceeds
Tier 1	0.99	0.7	£0.69	£0.42

Alternate Price Tiers

How it works





	Customer Price	Your Proceeds	Customer Price	Your Proceeds
Tier 1	0.99	0.7	£0.89	£0.42
Alternate Tier 1	0.99	0.7	£0.99	£0.60

Alternate Price Tiers

How it works





	Customer Price	Your Proceeds	Customer Price	Your Proceeds
Tier 1	0.99	0.7	¥6.80	¥4.90
Alternate Tier 1	0.99	0.7	¥8.00	¥5.60

Automation

Faster distribution methods

Automation

Auto-ingesting reports

- Command-line tool
- Automate the delivery of your reports from iTunes Connect
 - Sales and Trends
 - NEW—Payment and Financial
- No logging into the iTC interface required

Automation

Auto-ingesting reports

- Download Autoingestion.class file
 - apple.com/itunesnews/docs/Autoingestion.class.zip
- Change directory level to point to class file
- Create properties file for login credentials
 - Place in same directory as auto-ingest tool
 - Use .properties file extension

```
userID = <iTunes Connect Apple ID>
```

```
password = <iTunes Connect password>
```

Automation

Auto-ingesting sales reports

- Parameters must be delimited with a space
- Locate Vendor ID in Contracts, Tax and Banking module
- Choose Sales or Newsstand
- Indicate reporting timeframe
- Use Summary, Opt-in or Detailed
- Date is optional

```
java Autoingestion
<properties_filename>
<vendor_id>
<report_type>
<date_type>
<report_subtype>
<date_yyyymmdd>
```

Automation

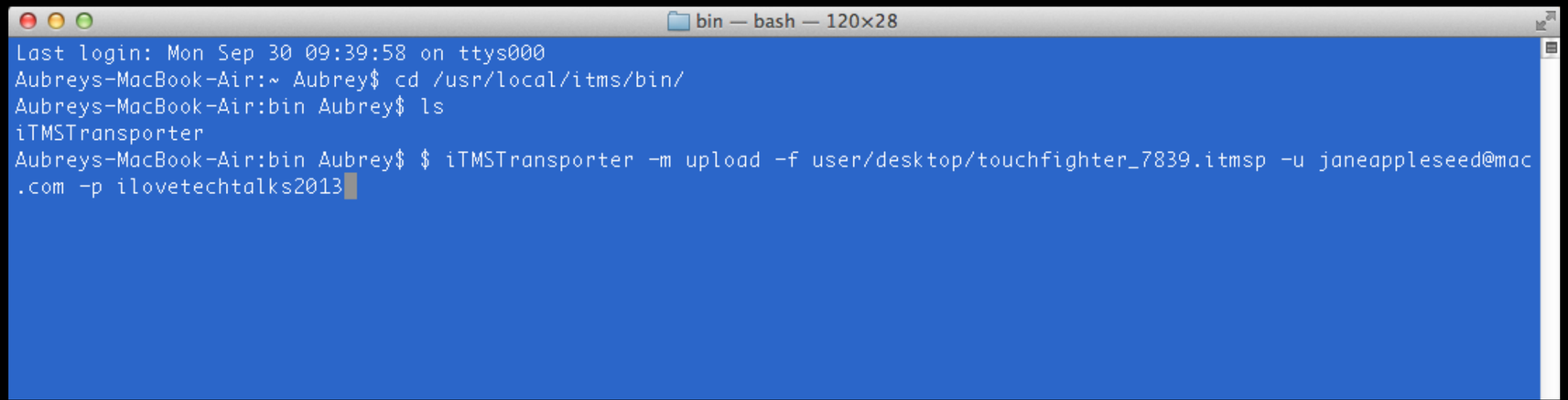
Auto-ingesting payment reports

- Parameters must be delimited with a space
- Add two leading zeros
- Use report region codes from user guide
- Use ‘DRR’ as standard report type
- Refer to fiscal calendar on iTC

```
java Autoingestion
<properties_filename>
<00_vendor_id>
<region_code>
<report_type>
<fiscal_year>
<fiscal_period>
```

Automation

- Transporter
 - Apple's command-line tool
- Integrate with your content management system
 - NEW—Rights and Pricing changes
 - NEW—Catalog report requests
 - NEW—Metadata setup



Localization Setup

Think global, be local

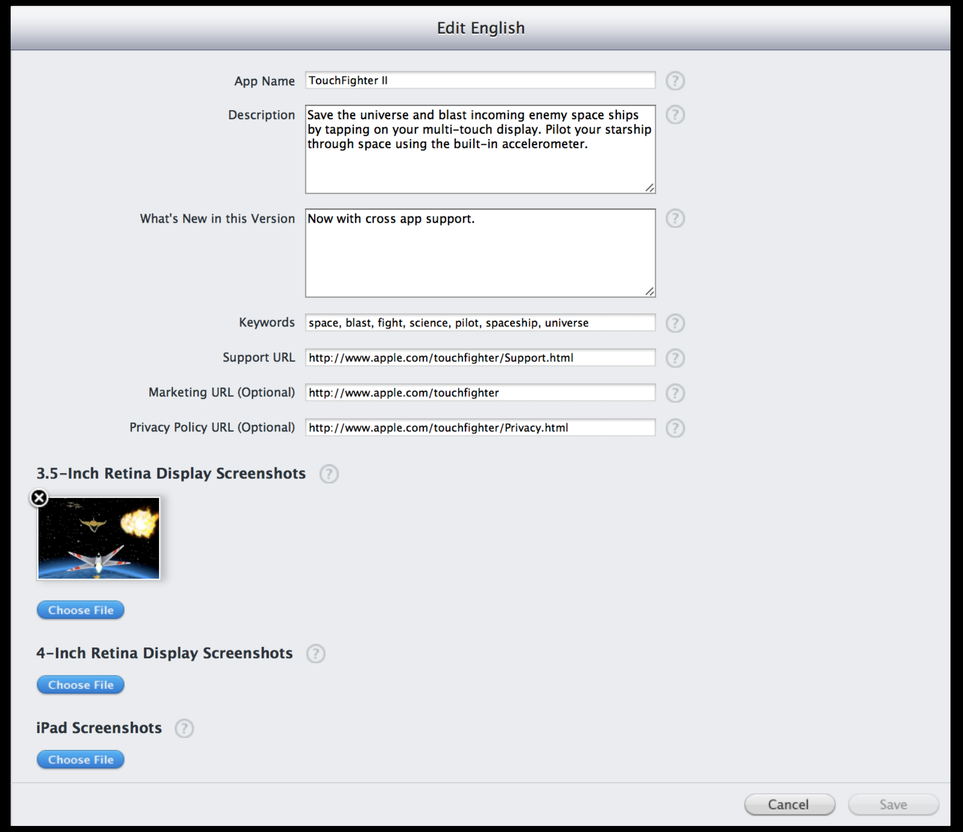

155
Countries


28
Languages

Localization Setup

iTunes Connect setup

- Reference professional localization services
 - https://developer.apple.com/internationalization
- Enter metadata and screenshots
- Submit for review



Localization Setup

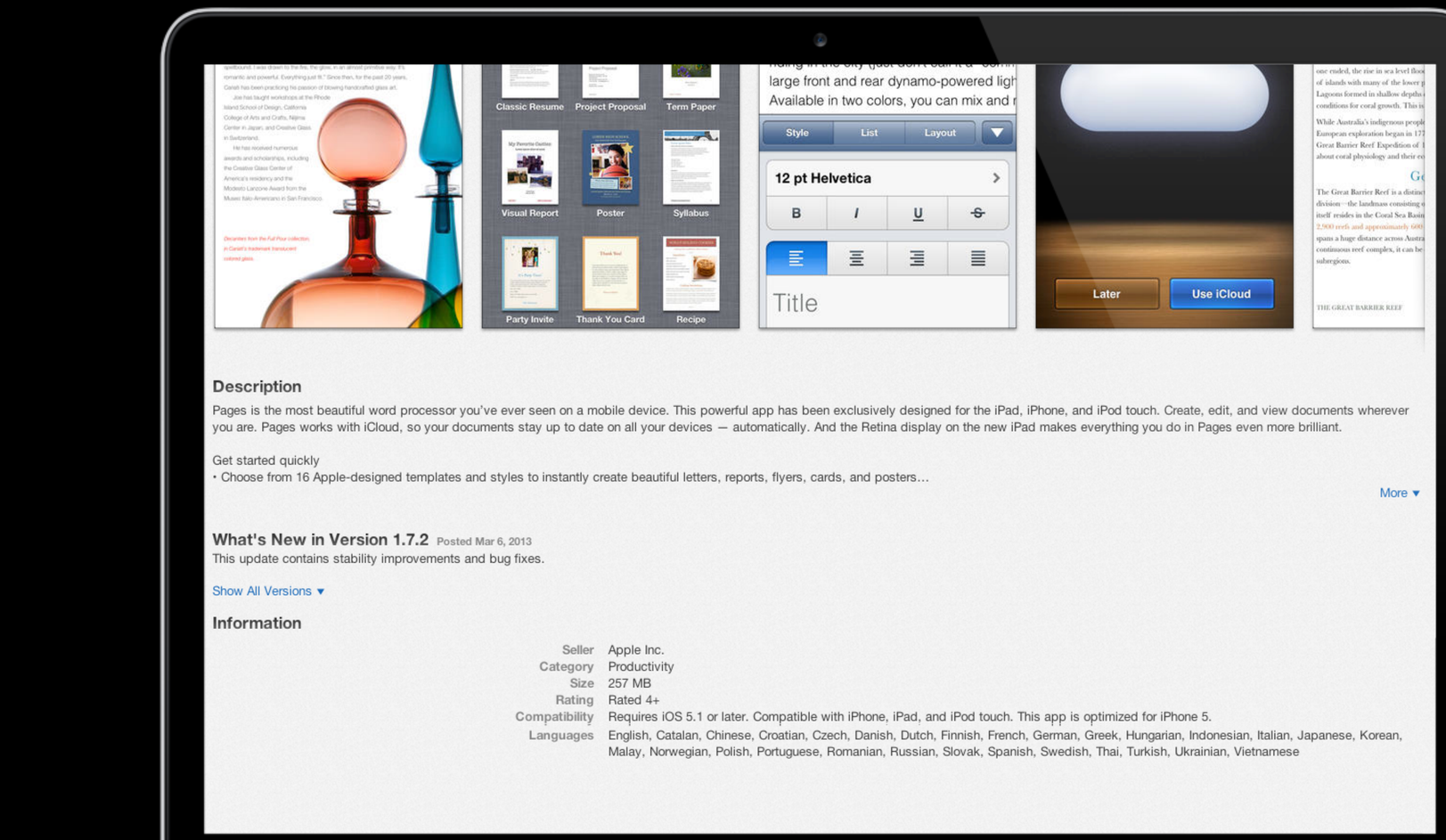
XML Feed

- For repetitive actions
- Lookup, edit, validate, upload
- Create app version in iTunes Connect
- Monitor state transitions in iTunes Connect or in iTunes Connect mobile
- Refer to documentation and WWDC session

What's New in iTunes Connect	WWDC 2013 Session 306

Localization Setup

How it works



Description

Pages is the most beautiful word processor you've ever seen on a mobile device. This powerful app has been exclusively designed for the iPad, iPhone, and iPod touch. Create, edit, and view documents wherever you are. Pages works with iCloud, so your documents stay up to date on all your devices — automatically. And the Retina display on the new iPad makes everything you do in Pages even more brilliant.

Get started quickly
• Choose from 16 Apple-designed templates and styles to instantly create beautiful letters, reports, flyers, cards, and posters…

More ▾

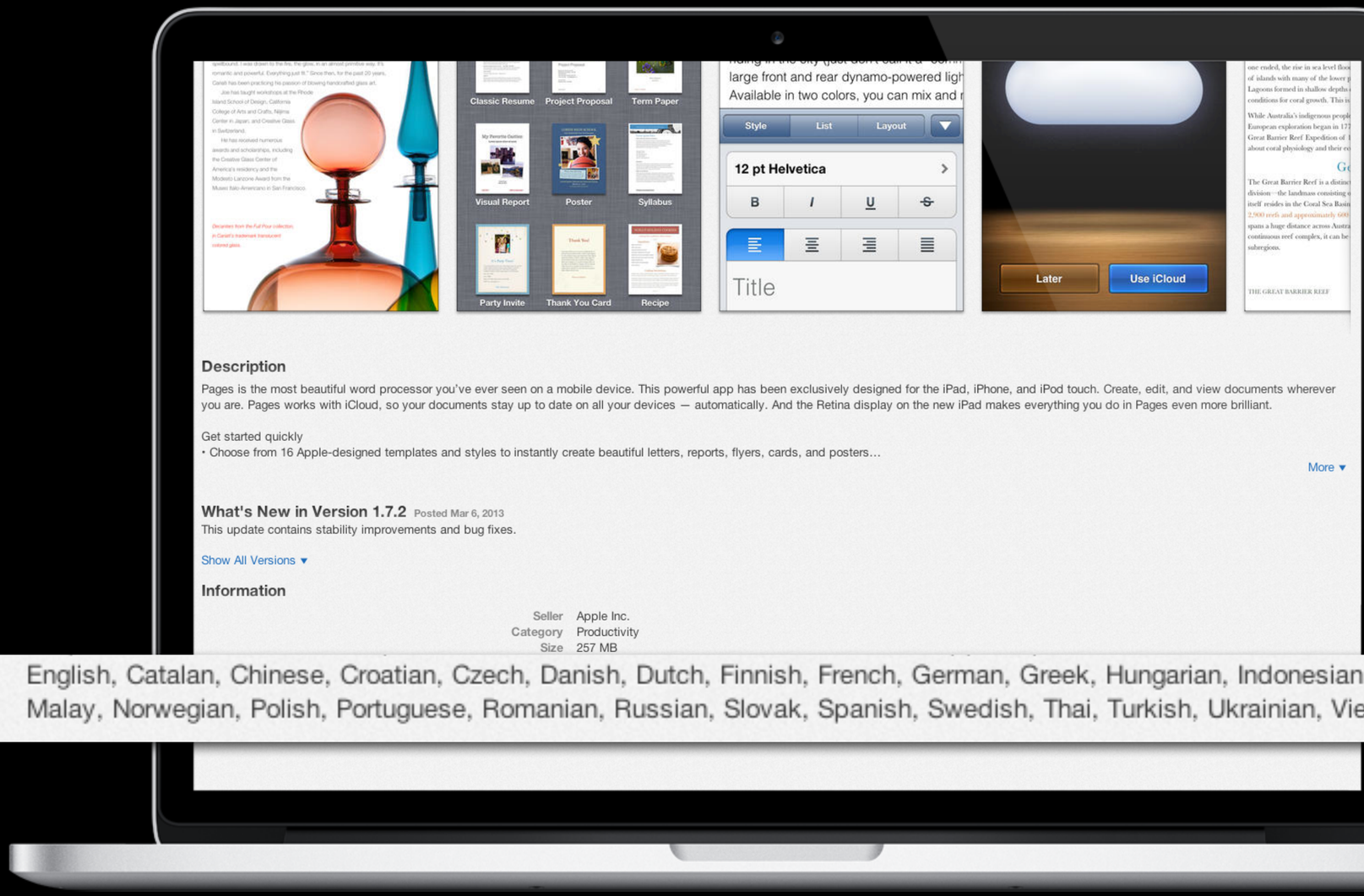
What's New in Version 1.7.2 Posted Mar 6, 2013

This update contains stability improvements and bug fixes.

Show All Versions ▾

Information

Seller	Apple Inc.
Category	Productivity
Size	257 MB
Rating	Rated 4+
Compatibility	Requires iOS 5.1 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.
Languages	English, Catalan, Chinese, Croatian, Czech, Danish, Dutch, Finnish, French, German, Greek, Hungarian, Indonesian, Italian, Japanese, Korean, Malay, Norwegian, Polish, Portuguese, Romanian, Russian, Slovak, Spanish, Swedish, Thai, Turkish, Ukrainian, Vietnamese



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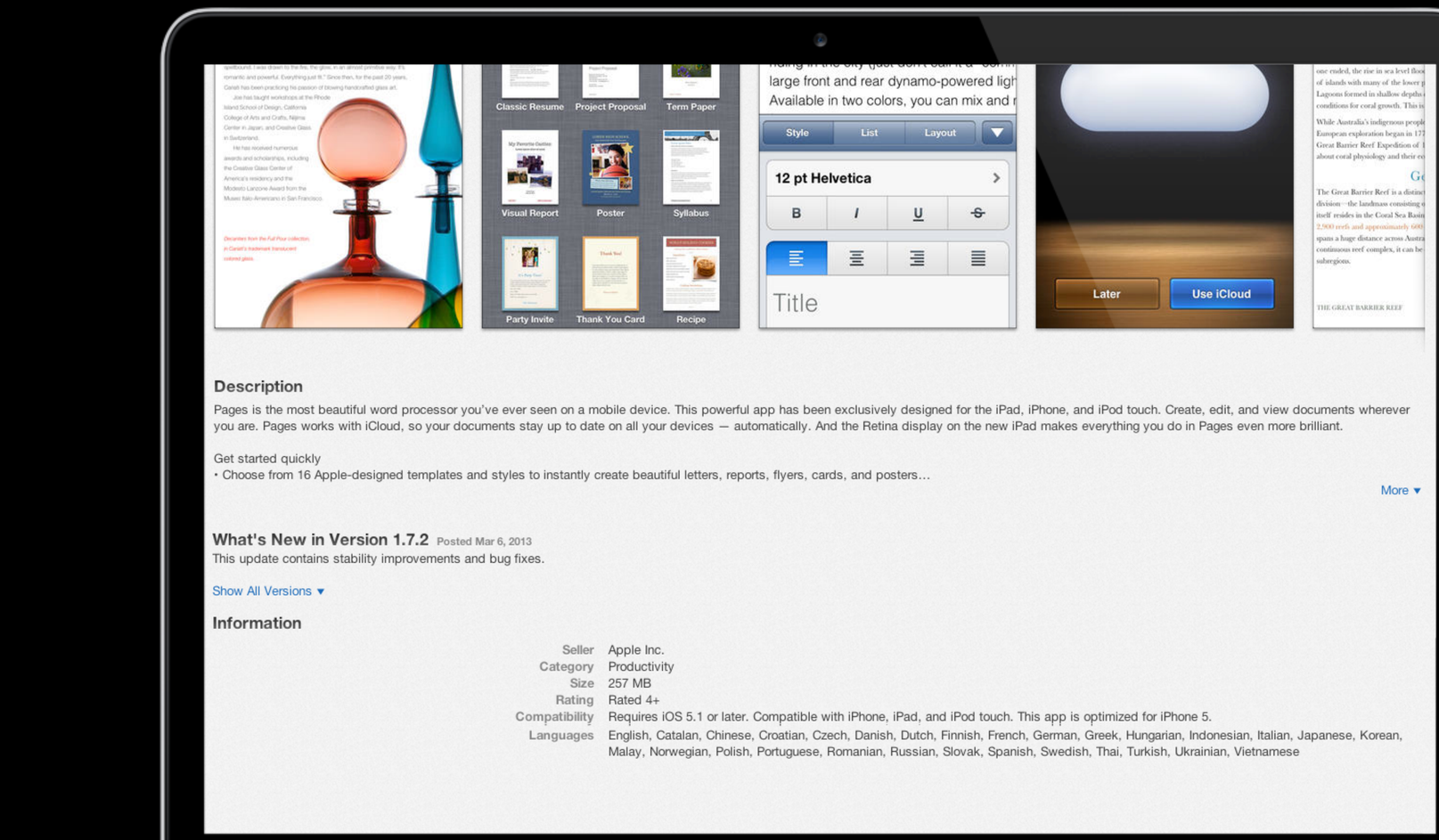
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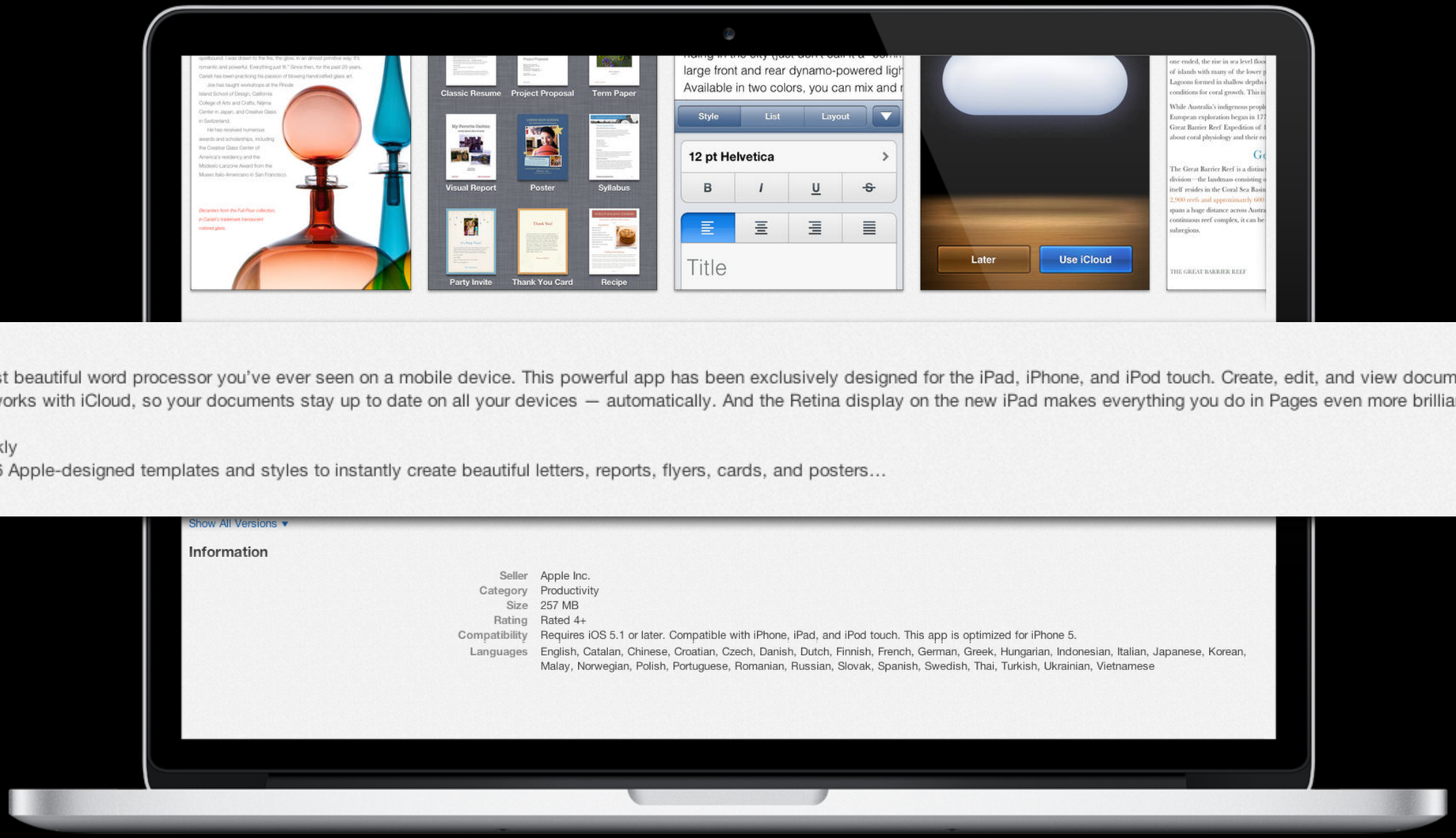
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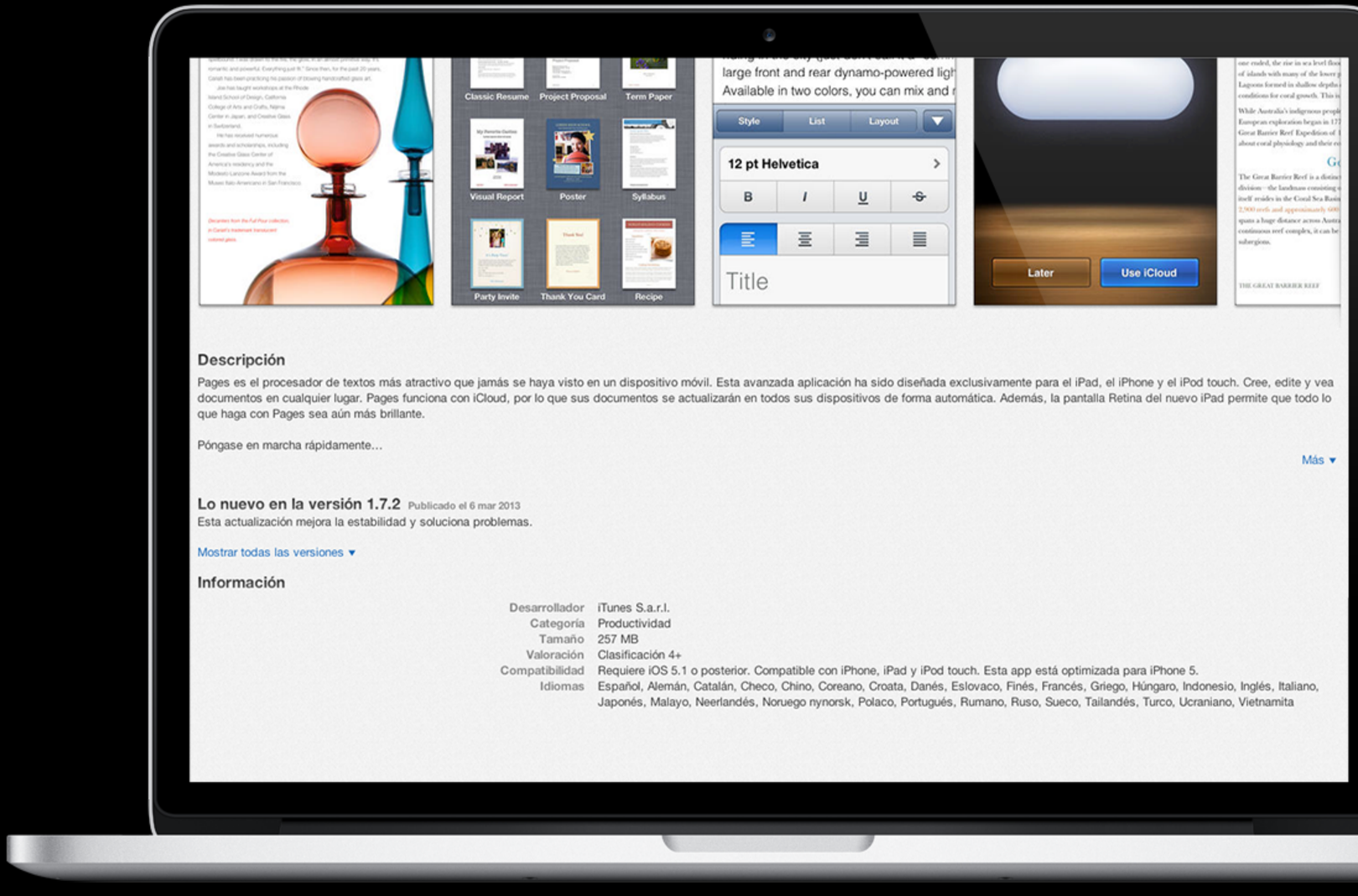
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Póngase en marcha rápidamente...

Más ▾

Lo nuevo en la versión 1.7.2 Publicado el 6 mar 2013

Esta actualización mejora la estabilidad y soluciona problemas.

Mostrar todas las versiones ▾

Información

Desarrollador	iTunes S.a.r.l.
Categoría	Productividad
Tamaño	257 MB
Valoración	Clasificación 4+
Compatibilidad	Requiere iOS 5.1 o posterior. Compatible con iPhone, iPad y iPod touch. Esta app está optimizada para iPhone 5.
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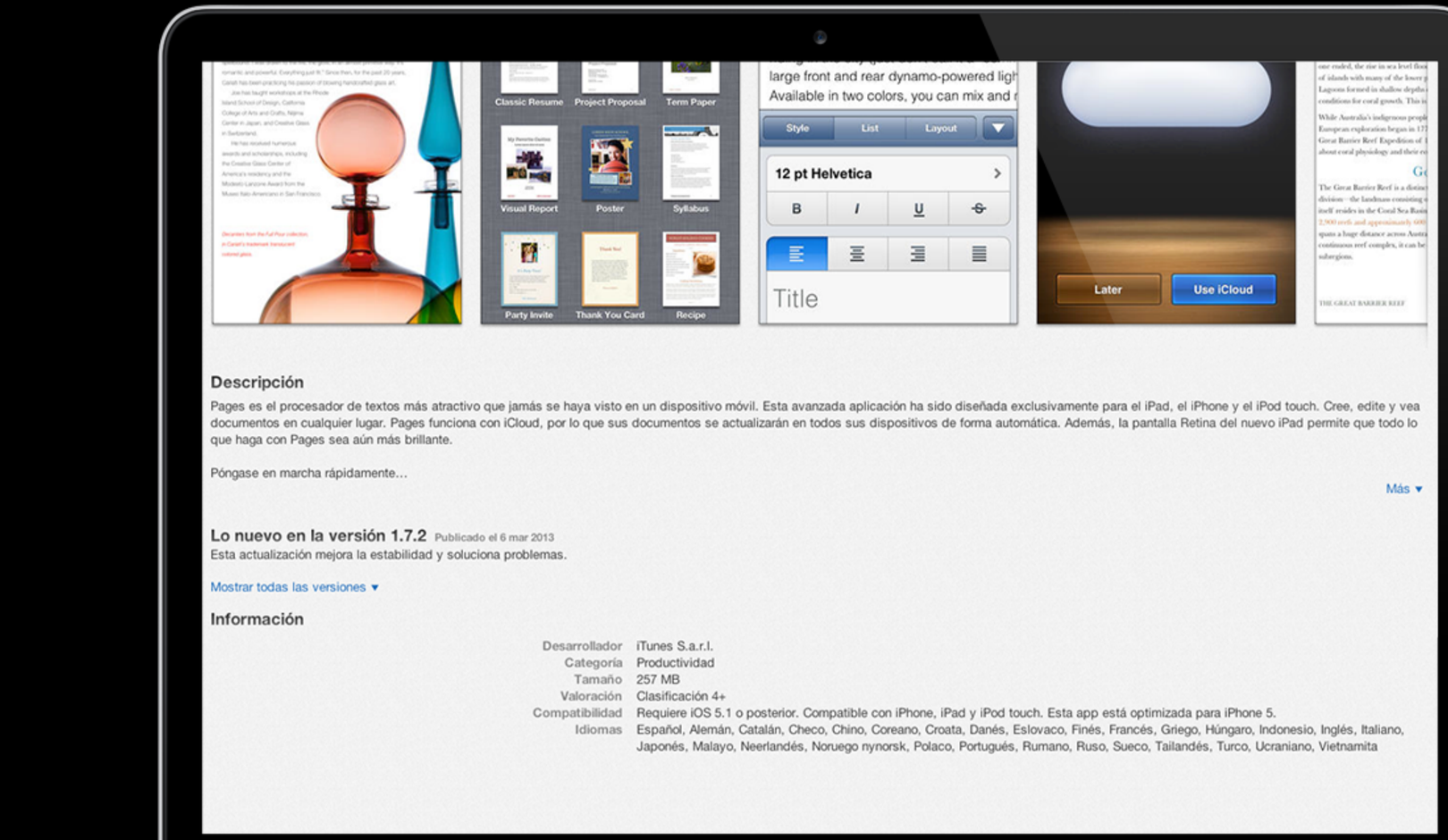
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简介

Pages 是移动设备上极其精美的文字处理程序。该功能强大的应用程序是专门为 iPad、iPhone 和 iPod touch 设计的。随时随地创建、编辑和查看文稿。Pages 会配合 iCloud 使用，因此您的文稿将在您的所有设备上自动地保持最新。而新款 iPad 机型上的 Retina 显示屏能让您在 Pages 中处理过的稿件更加靓丽。

快速入门
• Apple 设计了 16 种模板和样式供您选用，您可以用它们来快速创建漂亮的信函、报告、传单、卡片和海报...

更多 ▾

版本 1.7.2 中的新功能 发布于 2013年3月6日

本更新改进了稳定性并包含错误修复。

显示所有版本 ▾

信息

开发商	iTunes S.a.r.l.
类别	效率
大小	257 MB
评级	限4岁以上
兼容性	需要 iOS 5.1 或更高版本。与 iPhone、iPad、iPod touch 兼容。 此 App 已针对 iPhone 5 进行优化。
语言	中文, 丹麦文, 乌克兰文, 俄文, 克罗地亚文, 加泰罗尼亚文, 匈牙利文, 印度尼西亚文, 土耳其文, 希腊文, 德文, 意大利文, 挪威尼诺斯克文, 捷克文, 斯洛伐克文, 日文, 法文, 波兰文, 泰文, 瑞典文, 罗马尼亚文, 芬兰文, 英文, 荷兰文, 葡萄牙文, 西班牙文, 越南文, 韩文, 马来文



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类别	效率
大小	257 MB
评级	限4岁以上
兼容性	需要 iOS 5.1 或更高版本。与 iPhone、iPad、iPod touch 兼容。 此 App 已针对 iPhone 5 进行优化。
语言	中文, 丹麦文, 乌克兰文, 俄文, 克罗地亚文, 加泰罗尼亚文, 匈牙利文, 印度尼西亚文, 土耳其文, 希腊文, 德文, 意大利文, 挪威尼诺斯克文, 捷克文, 斯洛伐克文, 日文, 法文, 波兰文, 泰文, 瑞典文, 罗马尼亚文, 芬兰文, 英文, 荷兰文, 葡萄牙文, 西班牙文, 越南文, 韩文, 马来文



简介

Pages 是移动设备上极其精美的文字处理程序。该功能强大的应用程序是专门为 iPad、iPhone 和 iPod touch 设计的。随时随地创建、编辑和查看文稿。Pages 会配合 iCloud 使用，因此您的文稿将在您的所有设备上自动地保持最新。而新款 iPad 机型上的 Retina 显示屏能让您在 Pages 中处理过的稿件更加靓丽。

快速入门
• Apple 设计了 16 种模板和样式供您选用，您可以用它们来快速创建漂亮的信函、报告、传单、卡片和海报...

更多 ▾

版本 1.7.2 中的新功能 发布于 2013年3月6日

本更新改进了稳定性并包含错误修复。

显示所有版本 ▾

信息

开发商	iTunes S.a.r.l.
类别	效率
大小	257 MB
评级	限4岁以上
兼容性	需要 iOS 5.1 或更高版本。与 iPhone、iPad、iPod touch 兼容。 此 App 已针对 iPhone 5 进行优化。
语言	中文, 丹麦文, 乌克兰文, 俄文, 克罗地亚文, 加泰罗尼亚文, 匈牙利文, 印度尼西亚文, 土耳其文, 希腊文, 德文, 意大利文, 挪威尼诺斯克文, 捷克文, 斯洛伐克文, 日文, 法文, 波兰文, 泰文, 瑞典文, 罗马尼亚文, 芬兰文, 英文, 荷兰文, 葡萄牙文, 西班牙文, 越南文, 韩文, 马来文

Tips and Tricks

Using iTunes Connect Effectively

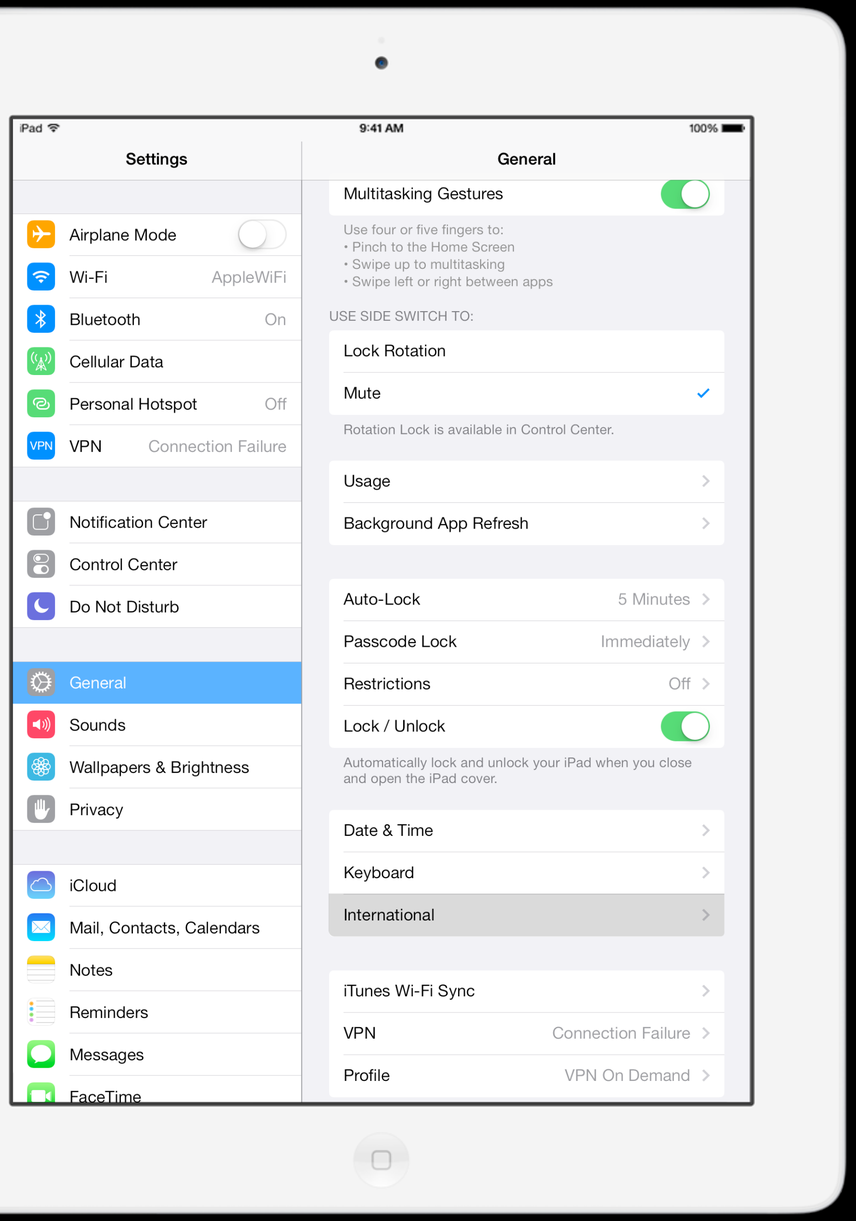
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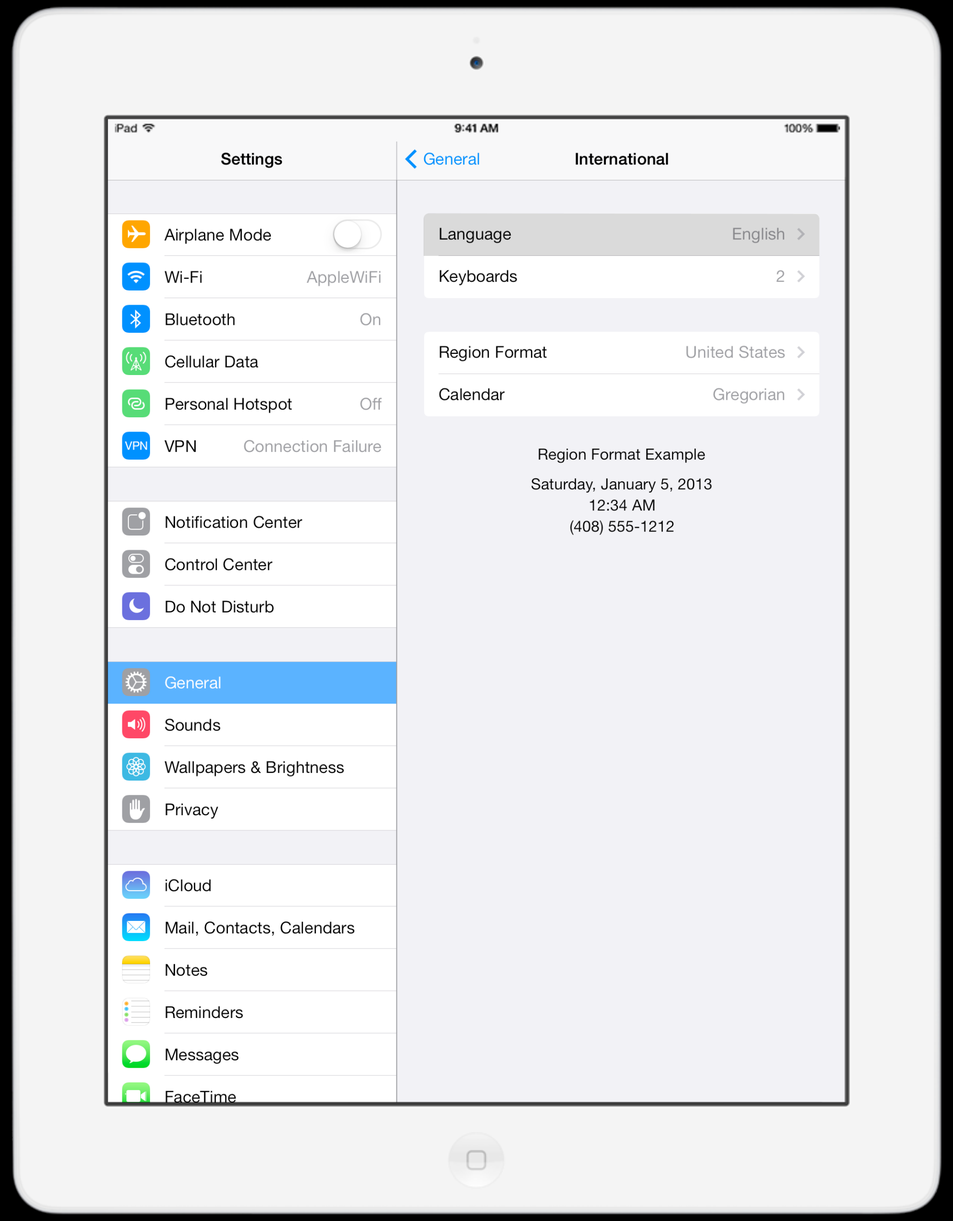
Viewing App Store Localizations

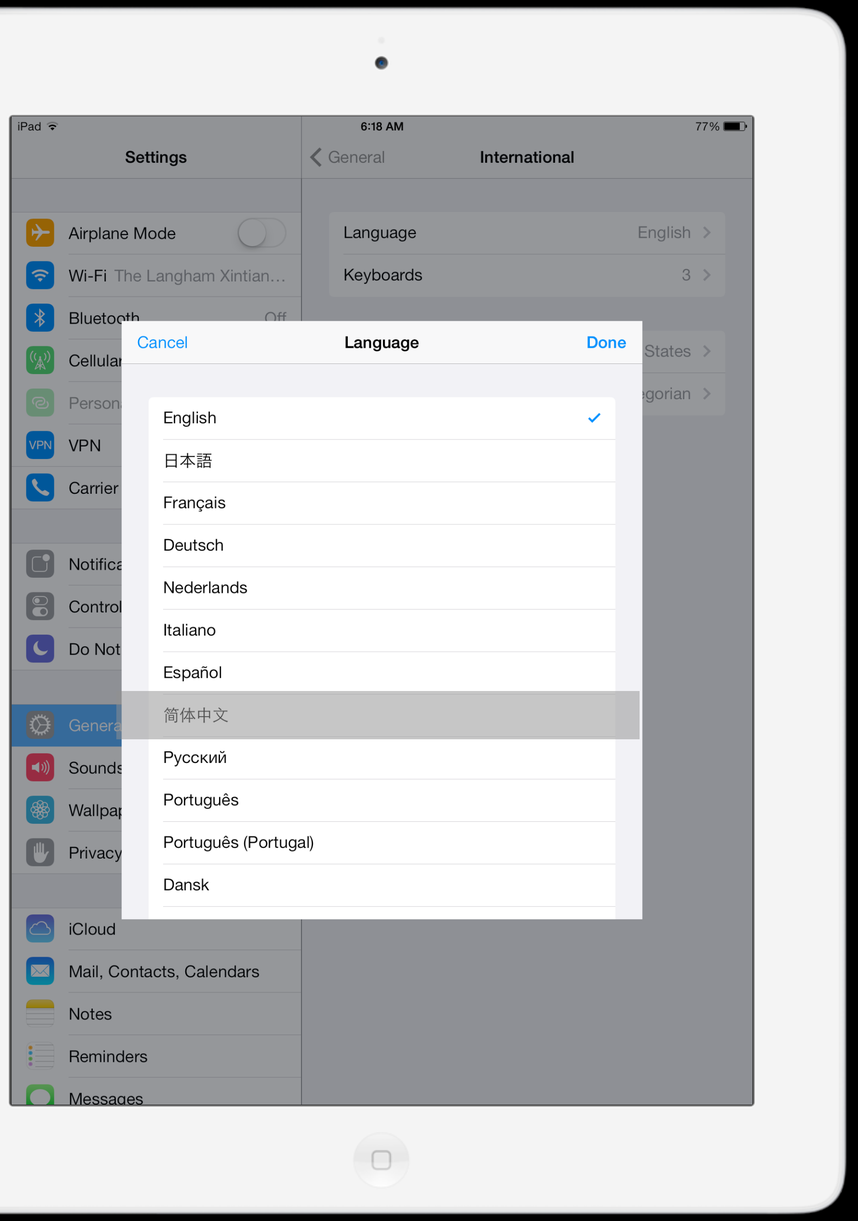
Localizing

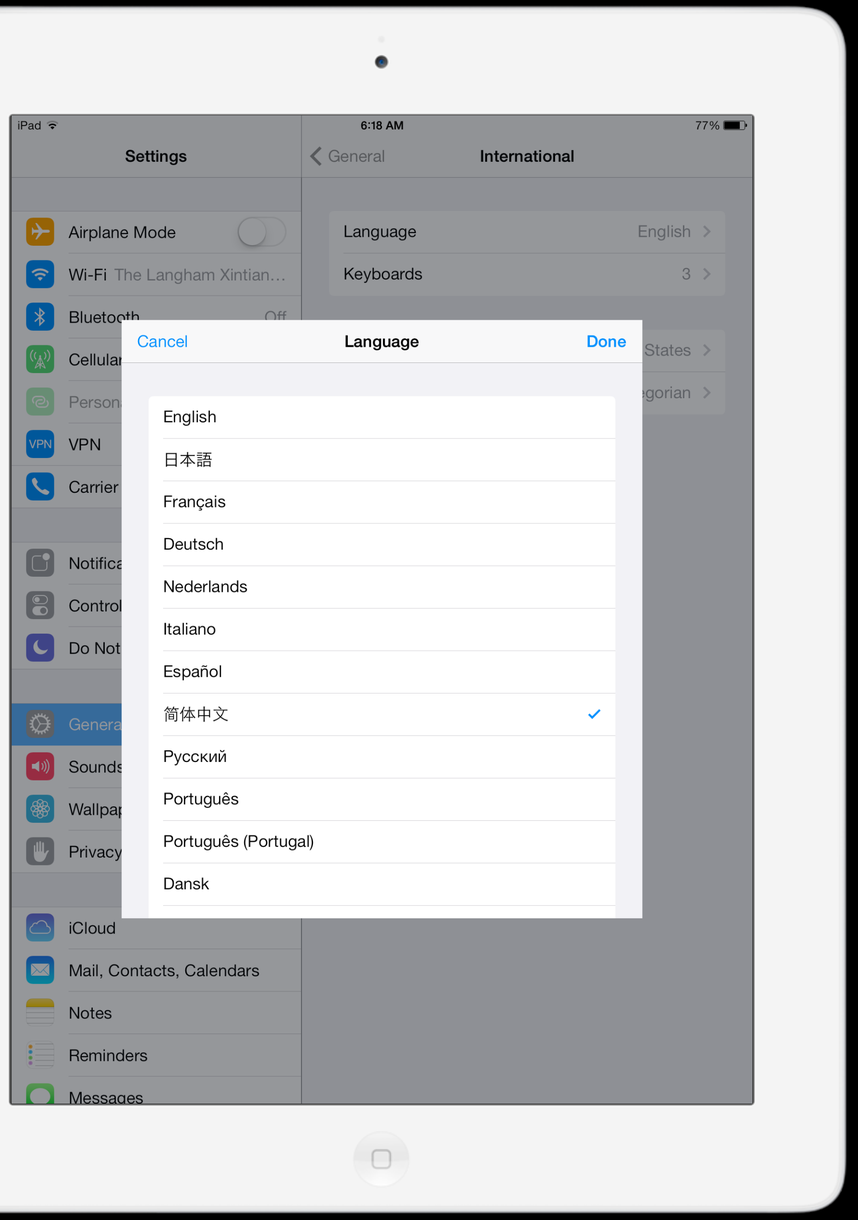
Viewing on the App Store

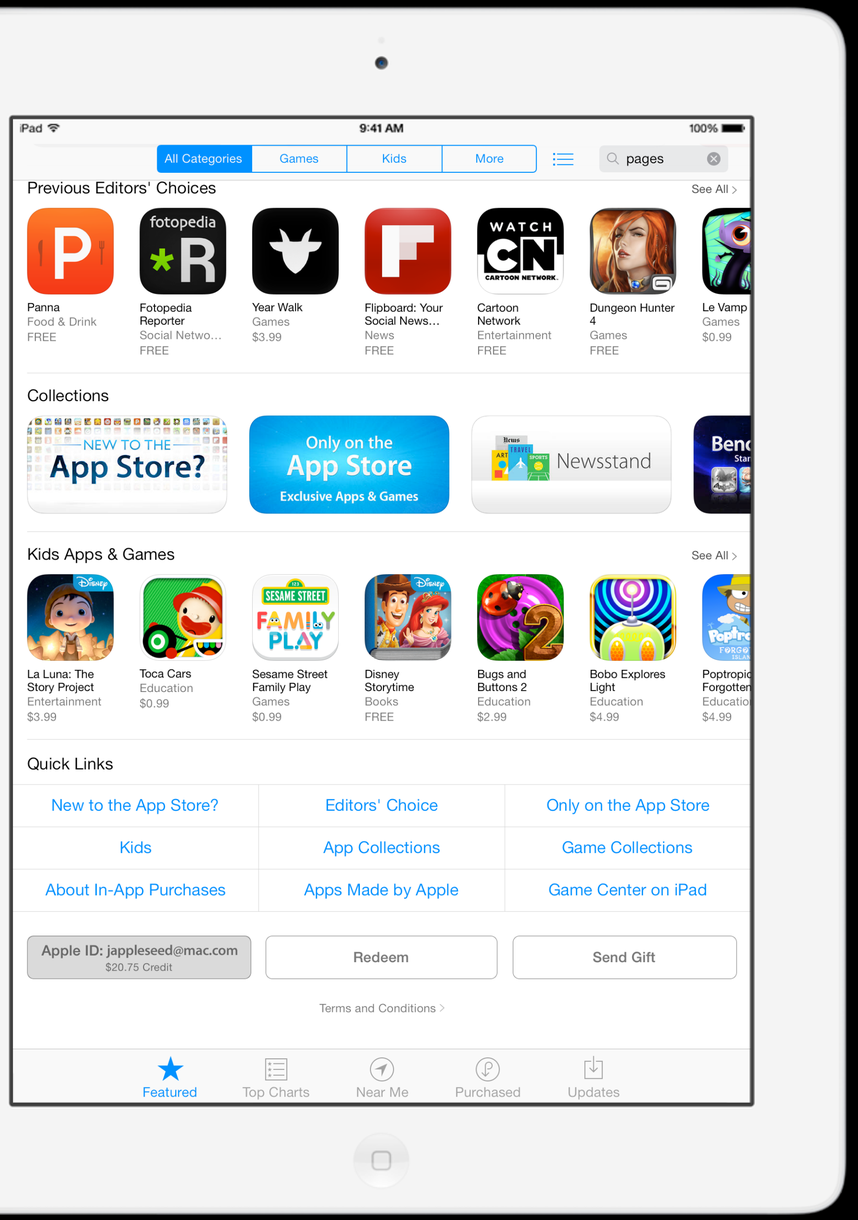


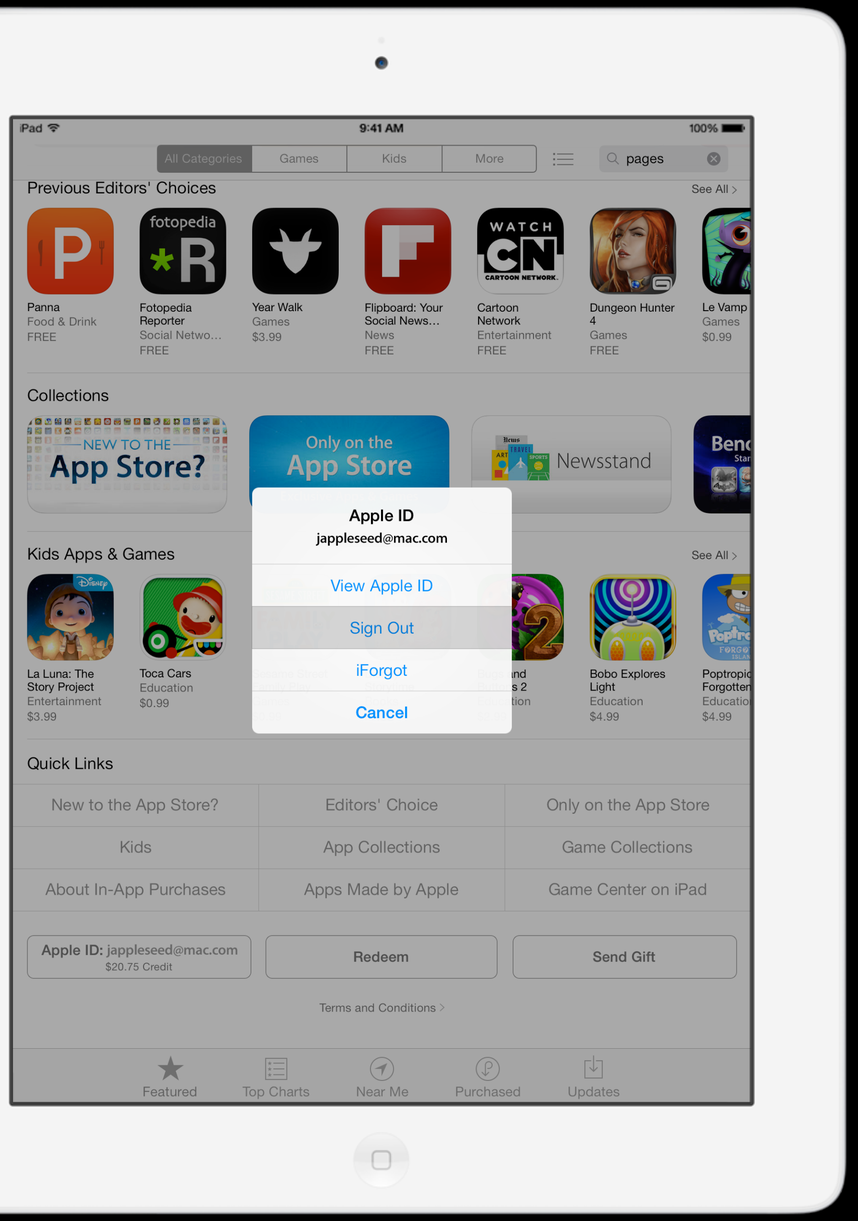

iPad
9:41 AM
100%
Settings
Airplane Mode
Wi-Fi
AppleWiFi
Bluetooth
On
Cellular Data
Personal Hotspot
Off
VPN
VPN
Connection Failure
Notification Center
Control Center
Do Not Disturb
General
Sounds
Wallpapers & Brightness
Privacy
iCloud
Mail, Contacts, Calendars
Notes
Reminders
Messages
FaceTime
General
Multitasking Gestures
Use four or five fingers to:
• Pinch to the Home Screen
• Swipe up to multitasking
• Swipe left or right between apps
USE SIDE SWITCH TO:
Lock Rotation
Mute
Rotation Lock is available in Control Center.
Usage
Background App Refresh
Auto-Lock
5 Minutes
Passcode Lock
Immediately
Restrictions
Off
Lock / Unlock
Automatically lock and unlock your iPad when you close and open the iPad cover.
Date & Time
Keyboard
International
iTunes Wi-Fi Sync
VPN
Connection Failure
Profile
VPN On Demand

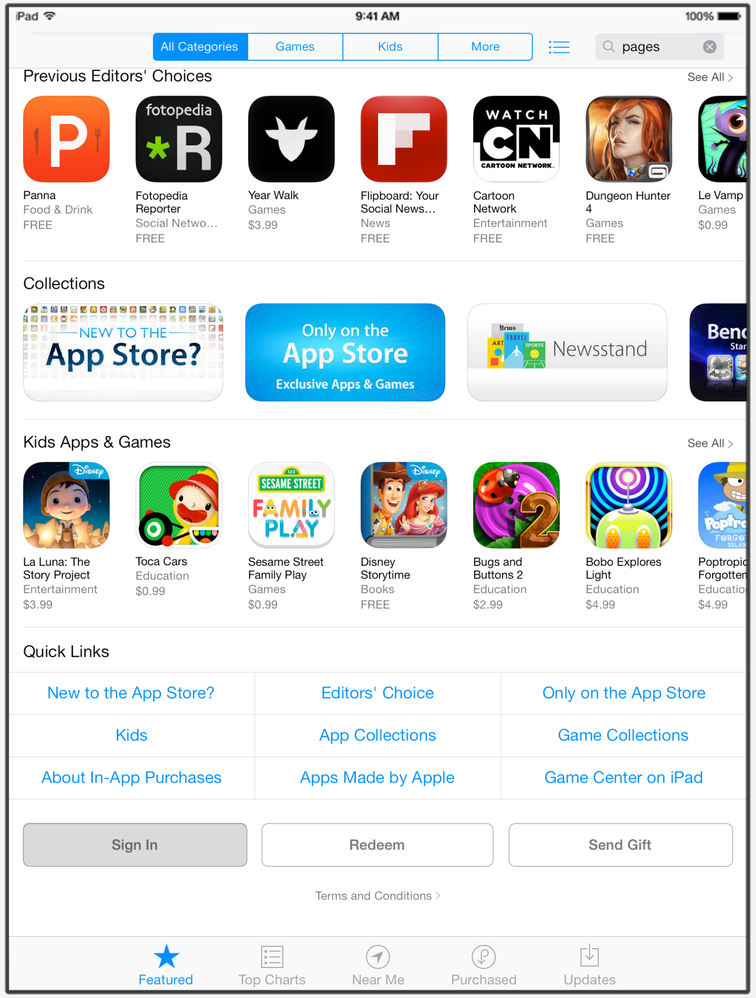

iPad
9:41 AM
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Settings
General
International
Airplane Mode
Wi-Fi
AppleWiFi
Bluetooth
On
Cellular Data
Personal Hotspot
Off
VPN
Connection Failure
Notification Center
Control Center
Do Not Disturb
General
Sounds
Wallpapers & Brightness
Privacy
iCloud
Mail, Contacts, Calendars
Notes
Reminders
Messages
FaceTime
Language
English
Keyboards
2
Region Format
United States
Calendar
Gregorian
Region Format Example
Saturday, January 5, 2013
12:34 AM
(408) 555-1212

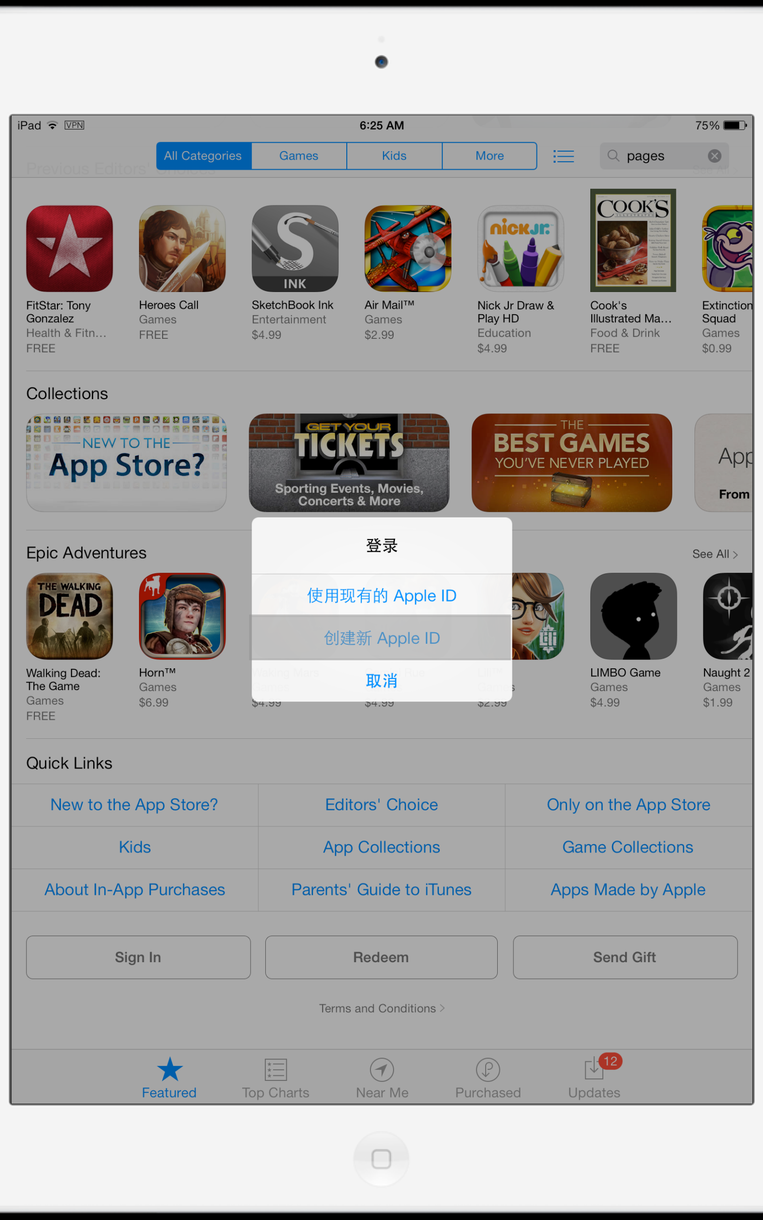

iPad
6:18 AM
77%
Settings
General
International
Airplane Mode
Wi-Fi The Langham Xintian...
Bluetooth
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Cellular
Personal Hotspot
VPN
Carrier
Notifications
Control Center
Do Not Disturb
General
Sounds
Wallpaper
Privacy
iCloud
Mail, Contacts, Calendars
Notes
Reminders
Messages
Language
English
Keyboards
3
States
Gregorian
Cancel
Language
Done
English
日本語
Français
Deutsch
Nederlands
Italiano
Español
简体中文
Русский
Português
Português (Portugal)
Dansk

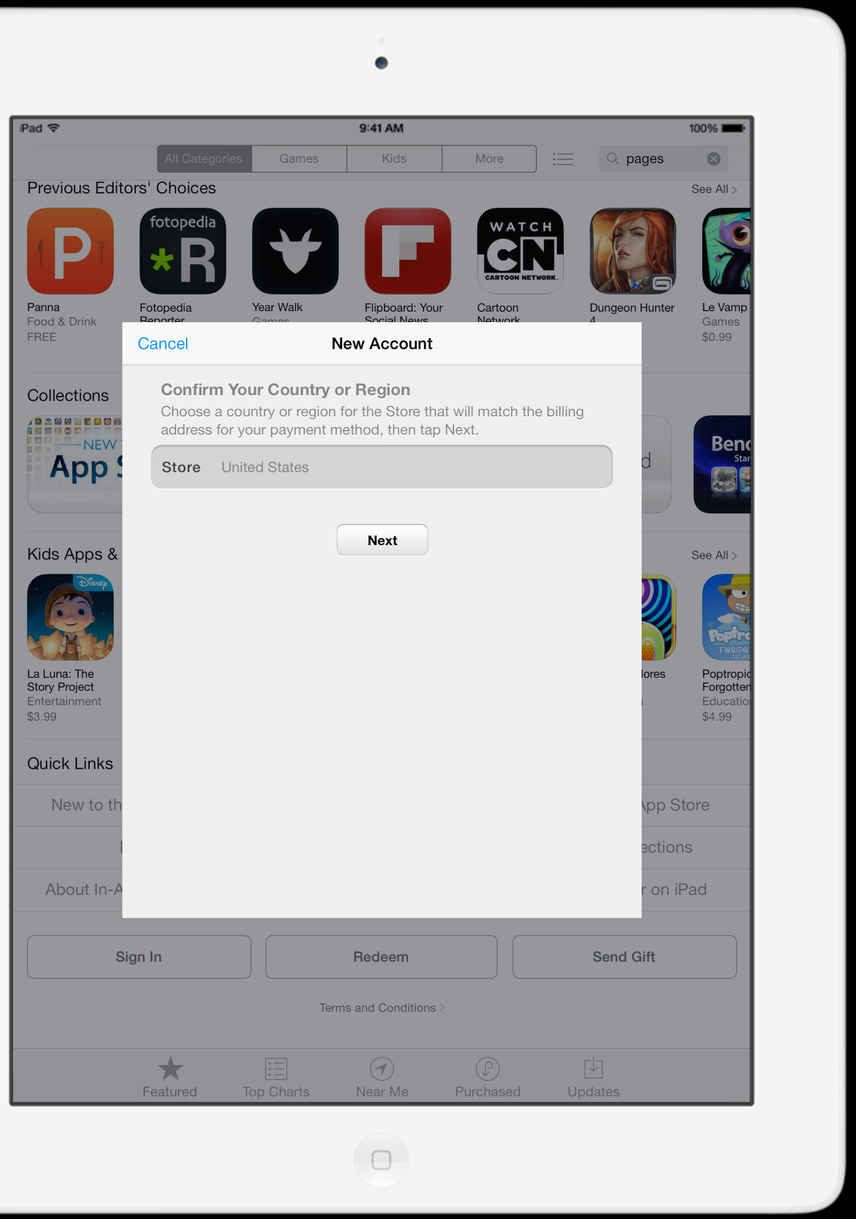

iPad
6:18 AM
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Settings
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Wi-Fi The Langham Xintian...
Bluetooth Off
Cellular
Personal Hotspot
VPN
Carrier
Notifications
Control Center
Do Not Disturb
General
Sounds
Wallpaper
Privacy
iCloud
Mail, Contacts, Calendars
Notes
Reminders
Messages
Language English
Keyboards 3
States
Gregorian
Cancel
Language
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English
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Français
Deutsch
Nederlands
Italiano
Español
简体中文
Русский
Português
Português (Portugal)
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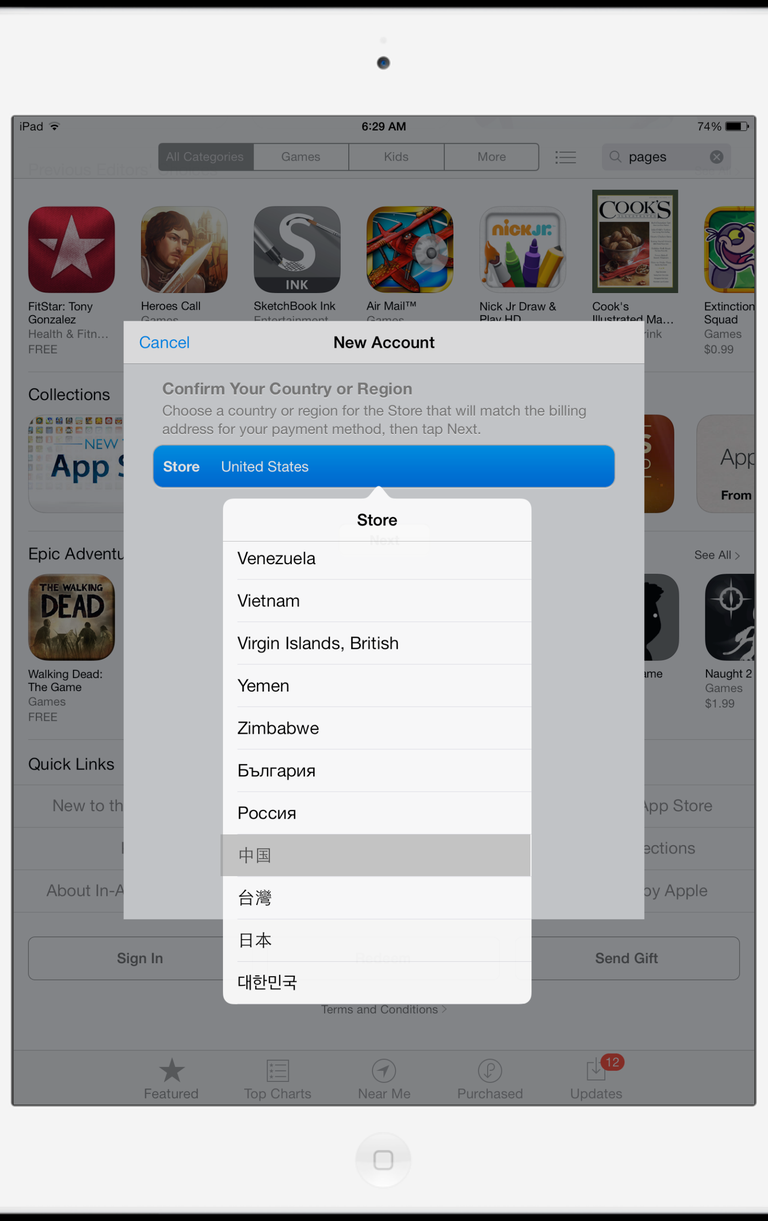

iPad
9:41 AM
100%
All Categories
Games
Kids
More
pages
Previous Editors' Choices
See All
Panna
Food & Drink
FREE
Fotopedia Reporter
Social Netwo…
FREE
Year Walk
Games
$3.99
Flipboard: Your Social News…
News
FREE
Cartoon Network
Entertainment
FREE
Dungeon Hunter 4
Games
FREE
Le Vamp
Games
$0.99
Collections
NEW TO THE App Store?
Only on the App Store
Exclusive Apps & Games
Newsstand
Kids Apps & Games
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La Luna: The Story Project
Entertainment
$3.99
Toca Cars
Education
$0.99
Sesame Street Family Play
Games
$0.99
Disney Storytime
Books
FREE
Bugs and Buttons 2
Education
$2.99
Bobo Explores Light
Education
$4.99
Quick Links
New to the App Store?
Editors' Choice
Only on the App Store
Kids
App Collections
Game Collections
About In-App Purchases
Apps Made by Apple
Game Center on iPad
Apple ID: jappleseed@mac.com
$20.75 Credit
Redeem
Send Gift
Terms and Conditions
Featured
Top Charts
Near Me
Purchased
Updates

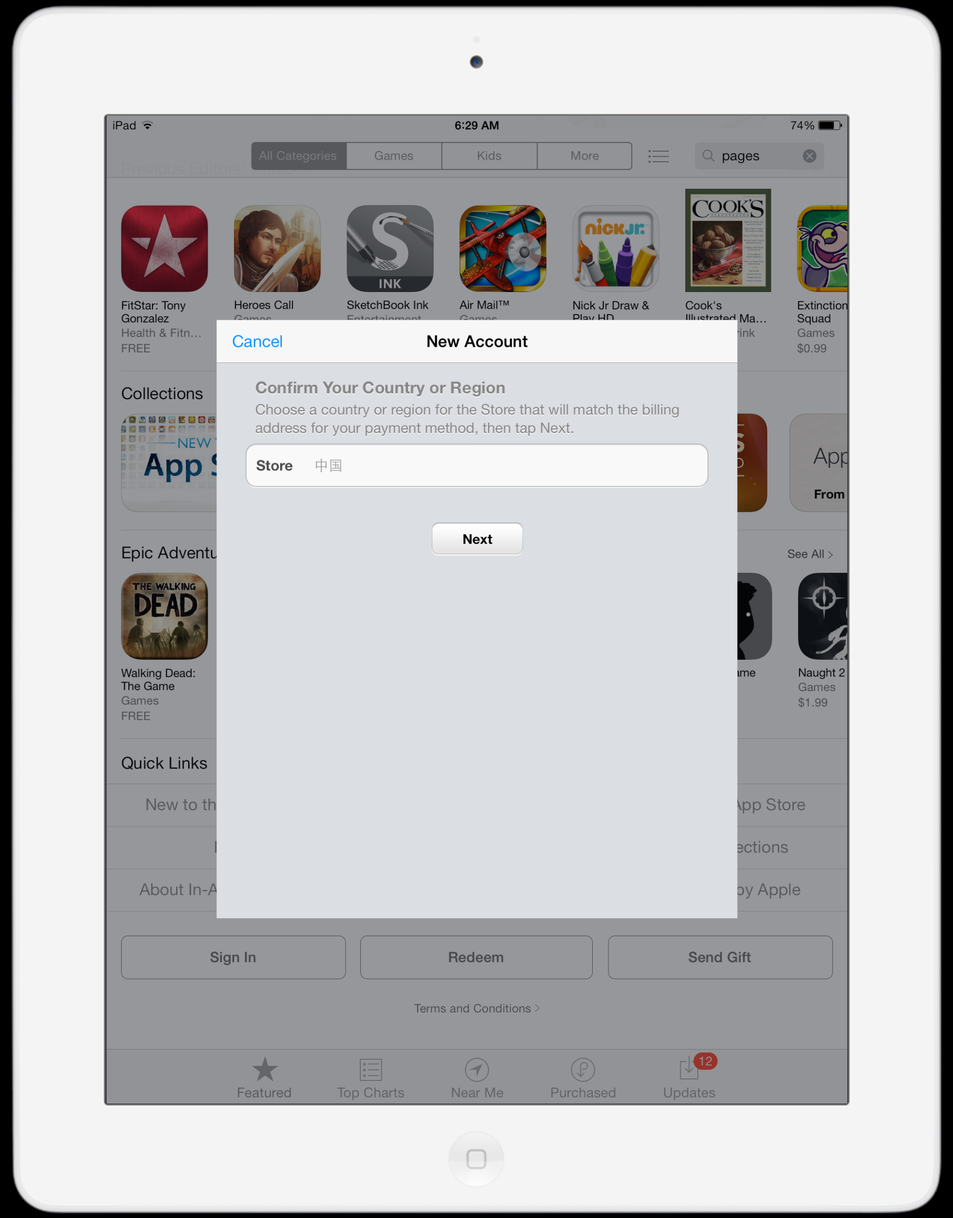

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Flipboard: Your Social News…
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Cartoon Network
Entertainment
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Dungeon Hunter 4
Games
FREE
Le Vamp
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$0.99
Collections
NEW TO THE App Store?
Only on the App Store
Newsstand
Apple ID
jappleseed@mac.com
View Apple ID
Sign Out
iForgot
Cancel
Kids Apps & Games
See All
La Luna: The Story Project
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Toca Cars
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Bobo Explores Light
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Apps Made by Apple
Game Center on iPad
Apple ID: jappleseed@mac.com
$20.75 Credit
Redeem
Send Gift
Terms and Conditions
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Top Charts
Near Me
Purchased
Updates


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See All
Panna
Food & Drink
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Fotopedia Reporter
Social Netwo…
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Year Walk
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Flipboard: Your Social News…
News
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Cartoon Network
Entertainment
FREE
Dungeon Hunter 4
Games
FREE
Le Vamp
Games
$0.99
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Exclusive Apps & Games
Newsstand
Kids Apps & Games
See All
La Luna: The Story Project
Entertainment
$3.99
Toca Cars
Education
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Sesame Street Family Play
Games
$0.99
Disney Storytime
Books
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Bugs and Buttons 2
Education
$2.99
Bobo Explores Light
Education
$4.99
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Game Collections
About In-App Purchases
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Featured
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Updates


iPad
6:25 AM
75%
All Categories
Games
Kids
More
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FitStar: Tony Gonzalez
Health & Fitn…
FREE
Heroes Call
Games
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SketchBook Ink
Entertainment
$4.99
Air Mail™
Games
$2.99
Nick Jr Draw & Play HD
Education
$4.99
Cook's Illustrated Ma…
Food & Drink
FREE
Extinction Squad
Games
$0.99
Collections
NEW TO THE App Store?
GET YOUR TICKETS
Sporting Events, Movies, Concerts & More
THE BEST GAMES YOU'VE NEVER PLAYED
登录
使用现有的 Apple ID
创建新 Apple ID
取消
Epic Adventures
See All
Walking Dead: The Game
Games
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Horn™
Games
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LIMBO Game
Games
$4.99
Naught 2
Games
$1.99
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12


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See All
Panna
Food & Drink
FREE
Fotopedia
Year Walk
Flipboard: Your
Cartoon
Dungeon Hunter
Le Vamp
Games
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Cancel
New Account
Confirm Your Country or Region
Choose a country or region for the Store that will match the billing address for your payment method, then tap Next.
Store
United States
Next
Collections
Kids Apps &
See All
La Luna: The
Story Project
Entertainment
$3.99
Quick Links
Sign In
Redeem
Send Gift
Terms and Conditions
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Purchased
Updates


iPad
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FitStar: Tony Gonzalez
Health & Fitn…
FREE
Heroes Call
SketchBook Ink
Air Mail™
Nick Jr Draw &
Cook's
Extinction Squad
Games
$0.99
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Confirm Your Country or Region
Choose a country or region for the Store that will match the billing address for your payment method, then tap Next.
Store
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Store
Venezuela
Vietnam
Virgin Islands, British
Yemen
Zimbabwe
Българ
Россия
中国
台灣
日本
대한민국
Epic Adventu
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Walking Dead: The Game
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FREE
Naught 2
Games
$1.99
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Send Gift
Terms and Conditions
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FitStar: Tony Gonzalez
Health & Fitn…
FREE
Heroes Call
SketchBook Ink
Air Mail™
Nick Jr Draw & Play HD
Cook's
Extinction Squad
Games
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Epic Adventu
See All
Walking Dead: The Game
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Naught 2
Games
$1.99
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Cancel
New Account
Confirm Your Country or Region
Choose a country or region for the Store that will match the billing address for your payment method, then tap Next.
Store
中国
Next


iPad
6:34 AM
73%
所有类别
游戏
儿童
更多
pages
创意学习
App
TANK BATTLES
享
时
优秀新 App
显示全部
Guitar! by Smule
音乐
免费
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A Charlie Brown Thanksgiving
图书
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游戏
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Terraria
游戏
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Blocky Roads
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Pages. Numbers. Keynote.
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我的附近
已购项目
更新
10

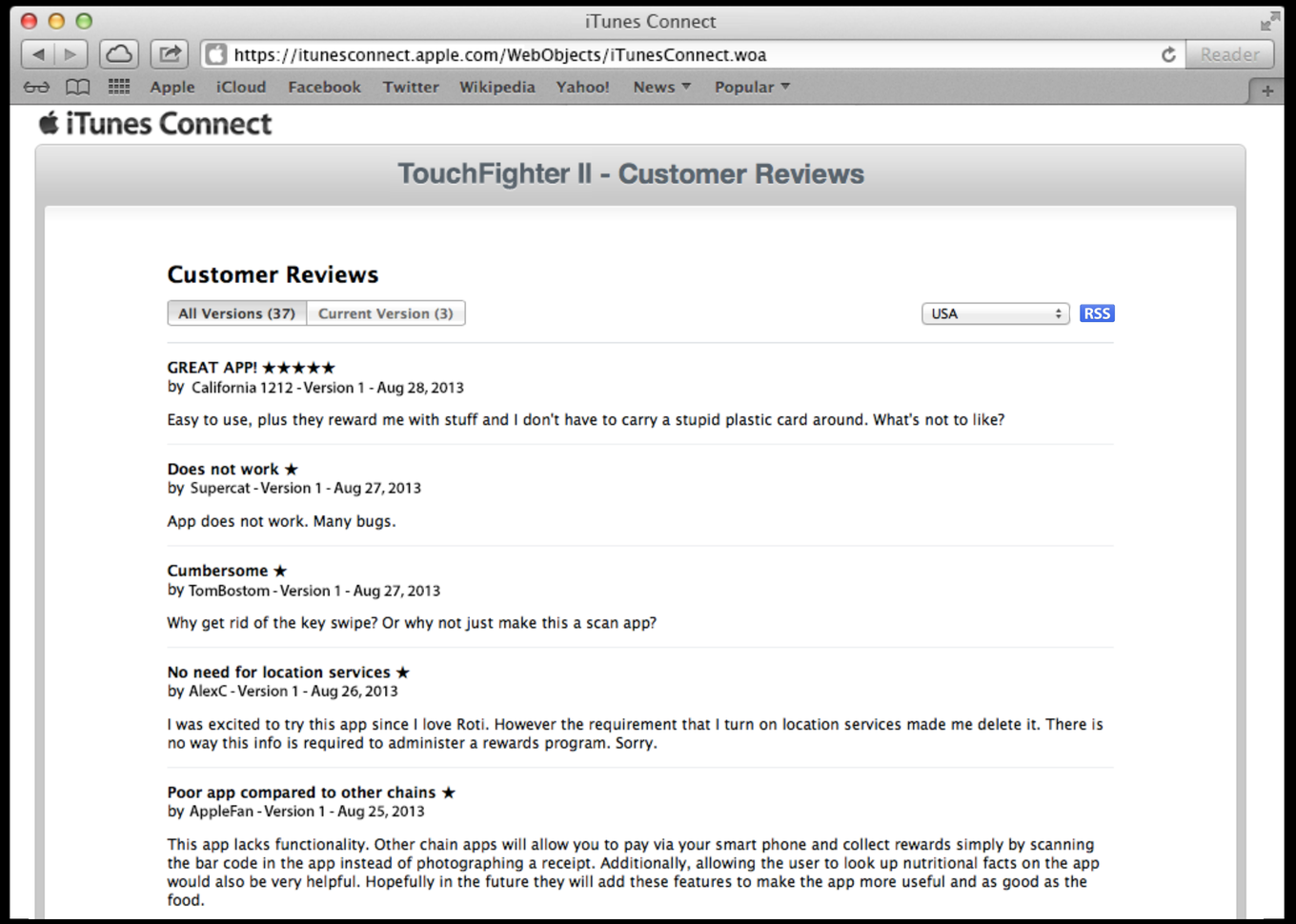

iPad
6:52 AM
70%
取消
仅 iPad
任何价格
所有类别
按相关性
pages
文件免费 Documents Free (Mobile Office Suite)
Savy Soda
(157)
免费
Pages
Apple
(56)
¥68.00
Pages
4+
Apple >
(56)
¥68.00
详细信息
评论
相关项目
FLYING HIGH IN DANSHUN
A traveler's guide to one of Asia's largest kite festivals.
INSIDE: FESTIVAL & EVENT GUIDE
内容提要
Pages 是为移动设备设计的精美绝伦的文字处理软件。这款强大的文字处理器可让你在短短几分钟内制作精美的报告、简历和文档。Pages 现已专为 iPad、iPhone 和 iPod touch 设计，支持 Multi-Touch 手势和 Smart Zoom。
60 多款 Apple 设计的主题可供选择，给你一个美好的开头。你也可以使用空白文档，轻点几下即可轻松添加文字、图像、形状和更多内容。然后使用精美的预置格式和字体设计样式。使用修改跟踪、批注和高亮显示 … 更多
新功能
Oct 22, 2013
• 炫目的全新用户界面专为 iOS 7 设计
• 60 多种 Apple 设计的模板
• 你最重要的文本格式选项就在你的键盘上，轻点一下或两下即可使用
• 使用批注和高亮标注与他人共享意见和反馈
• 使用全新交互式柱形图、条形图、散点图和气泡图绘制数据… 更多
信息
开发商 Apple
从各式各样的模板中选择
精品推荐
排行榜
我的附近
已购项目
更新
9

2

Customer Review RSS

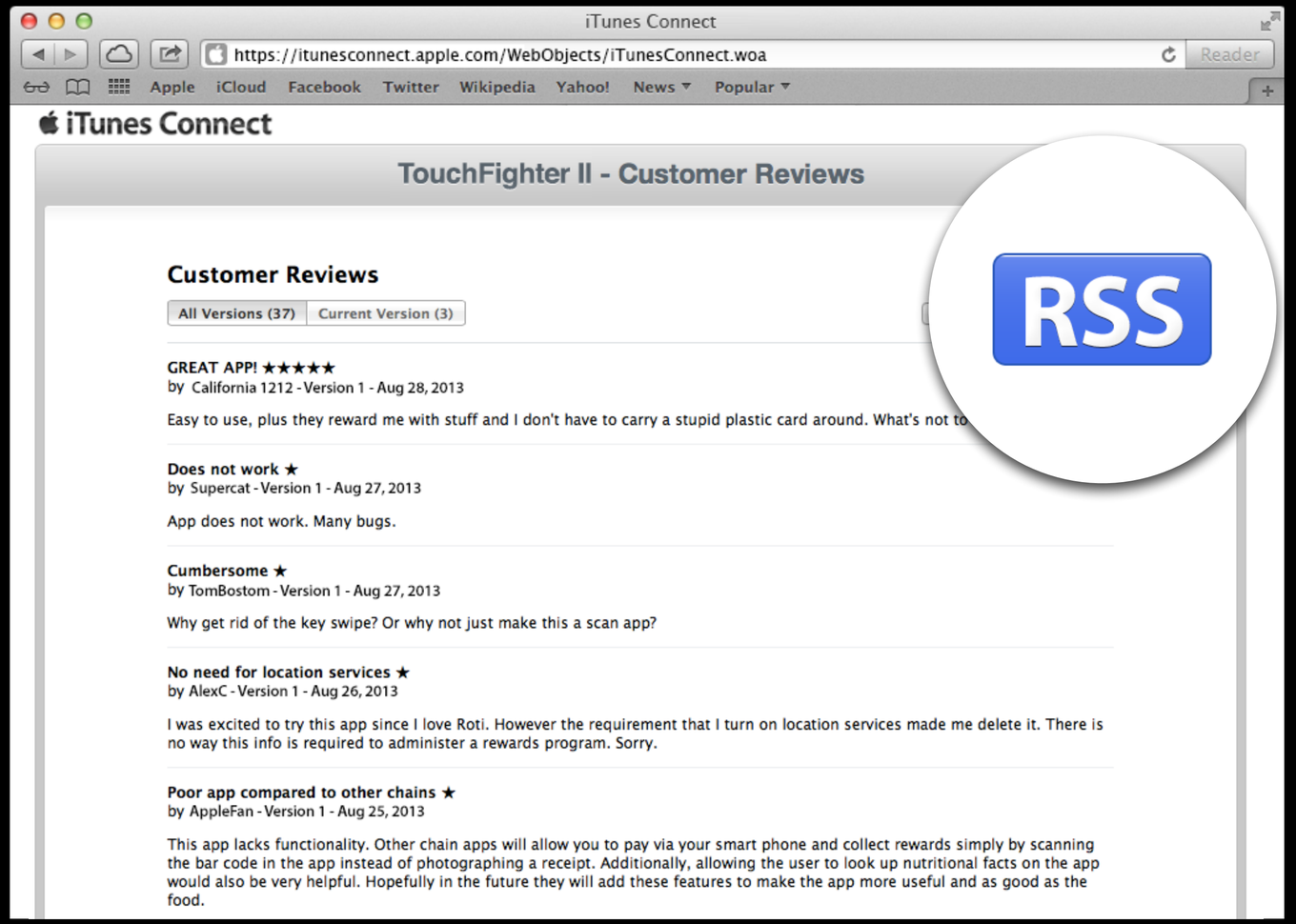
Customer Review RSS Feed

Instant feedback



Customer Review RSS Feed

Instant feedback



3

Scheduling a Sale

Scheduling a Sale

International time zones

- Rolling price and availability settings

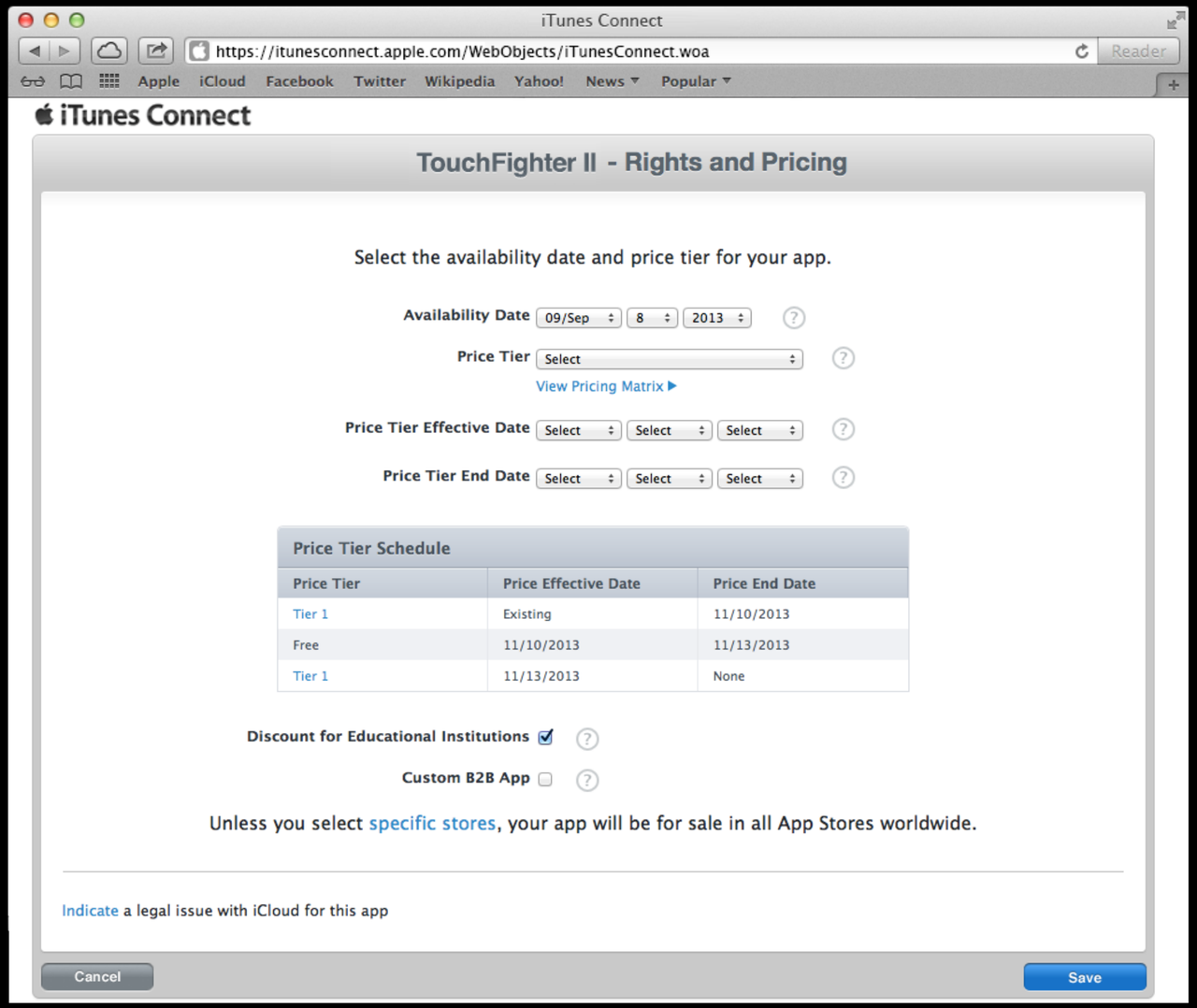


Scheduling a Sale

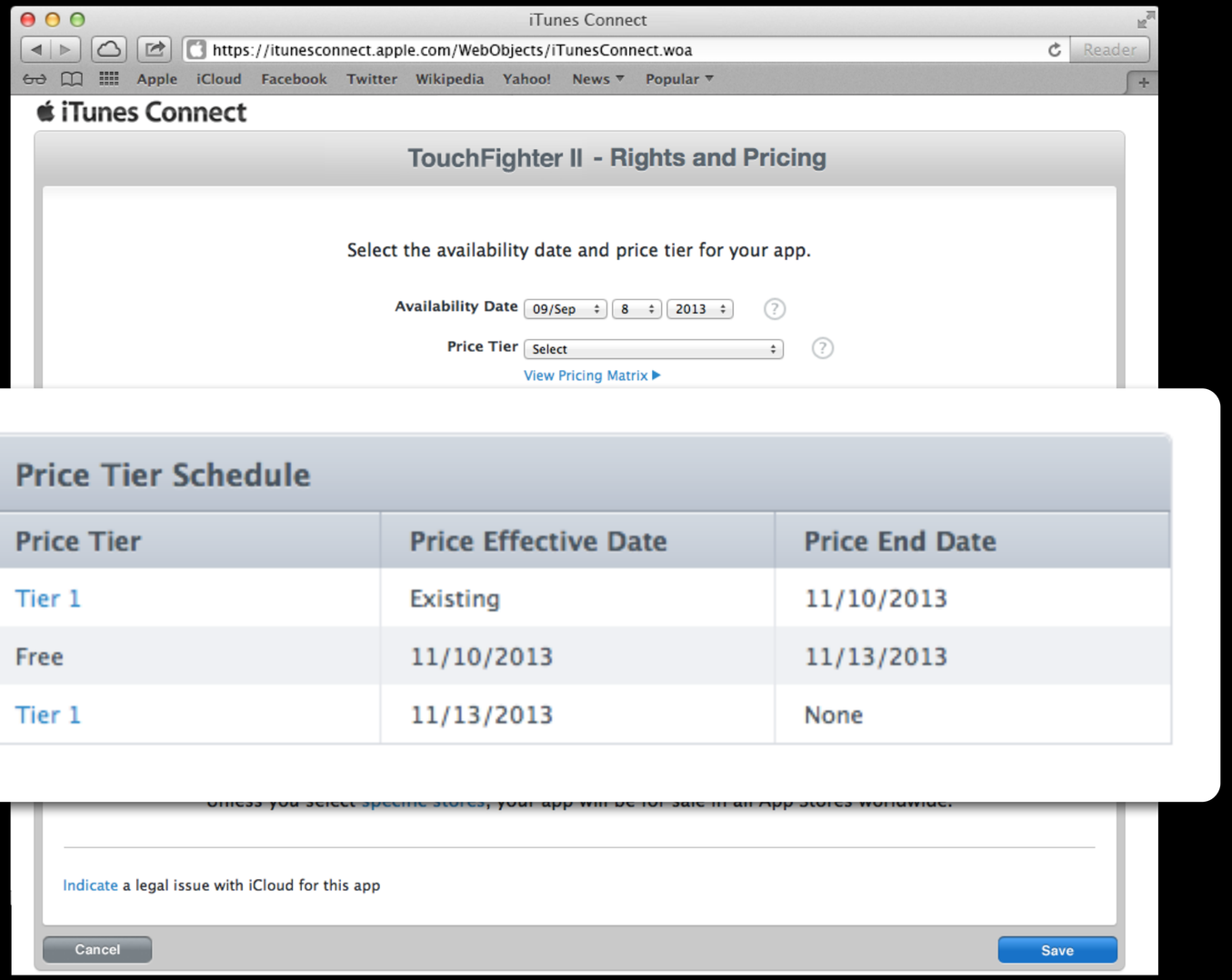
International time zones

- A 24-hour sale should be 3 full days

Scheduling a Sale



Scheduling a Sale



Getting Support from Apple

Resources

- iTunes Connect Contact Us
 - itunesconnect.apple.com/contactus
 - Steps to reproduce
 - Screenshot or video of issue
 - Hardware/software info
 - Date/time of issue
- Filing bug report
 - bugreport.apple.com
- FAQs
- Forums

More Information

App Store Marketing
AppStoreCodes@apple.com
AppStoreMarketing@apple.com

App Store Promotions
AppStorePromotion@apple.com
AppoftheWeek@apple.com

Documentation
App Store Marketing and Advertising Guidelines
https://developer.apple.com/appstore/AppStoreMarketingGuidelines.pdf

iTunes Connect Developer Guide
http://developer.apple.com/library/ios/iTunesConnectGuide

Apple Developer Forums
http://devforums.apple.com

Contact Us
itunesconnect.apple.com/contactus

